BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 19 WASHINGTON, D. C., MAY 19, 1941 $5.00 A YEAR—15c A COPY

NAB Convention Votes Fight to the Finish

Will Ask Congress To Probe FCC And Rules

By SOL TAISHOFF

IN THE MOST tumultuous meeting of its 19 years the NAB by a sweeping majority at its annual convention in St. Louis May 12-15 voted a fight to the finish against the so-called "monopoly" regulations of the FCC's five-man majority, and set in motion machinery to spur legislation in Congress to aid harassed broadcasters.

Discord ran riot through the sessions, with FCC Chairman James Lawrence Fly the central figure. He angrily denounced the NAB as a "so-called trade association" in a press interview, and described the industry's leadership by a "combination" as akin to "a dead mackerel in the moonlight — it both shines and stinks."

Board Lashes Fly's Temperamental Outburst

Following Mr. Fly's blistering attack, the new NAB board of directors, meeting Friday morning, issued a statement questioning whether "the state of mind exhibited by Mr. Fly qualifies him to be chairman of a Government agency calling for judicial impartiality".

"The broadcasters have contended that regulation under the present chairman of the FCC, Mr. Fly, has been punitive, capricious, biased and destructive. Mr. Fly's violent statement of yesterday was the strongest substantiation of the truth of what we have been saying," the board announced following a three-hour session.

It said it would leave to the public the judgment of whether Mr. Fly is qualified to remain chairman.

Mr. Fly had flayed President Neville Miller as part of what he termed an "Evers-to-Tinker-to-Chance combination" with NBC and CBS officials, and he attacked Mark Ethridge, former NAB president, around whom the majority of the broadcasters rallied in the monopoly fight. The FCC chairman was vehement after hearing Mr. Ethridge's stinging rebuke of the FCC majority, charging a "breach of faith" and that the Commission "deceived and almost betrayed" President Roosevelt.

For acrimony and invective the convention had no parallel in NAB annals, and it will probably be recalled in radio history as the "Battle of St. Louis". The bitter exchanges even had White House repercussions when Mutual released a letter from Secretary Stephen T. Early, implying Presidential endorsement of its support of the Monopoly Report [see page 55] and when President Roosevelt, at his Friday press conference, commented that he had no prior knowledge of the issuance of the regulations [see page 12].

Viewing the monopoly regulations, slated to become effective next August, as a threat to freedom of radio, the convention, with a record attendance of nearly 1,100, adopted a strongly worded resolution solidly backing the White Resolution [see page 11] for a Senate investigation of radio, which looks toward new legislation and would suspend the rigorous operation of the new monopoly rules in the interim.

Texts of the addresses by Mark Ethridge and FCC Chairman James Lawrence Fly before the NAB convention in St. Louis will be found on pages 15 and 21 respectively.

Reminiscent of several past conventions were the on-the-spot resignations of some members because of disagreement with President Miller. Mutual, which had precipitated the convention turmoil in supporting the monopoly regulations and entering into an ASCAP agreement described by some as a "Blitzkrieg deal", led the procession as such MBS stockholder members as WOR, WGN and the Don Lee group of stations resigned. Several others followed suit [see page 10].

Both copyright and national defense paled in comparison to the pyrotechnics touched off by the vigorous demonstration which followed Mr. Ethridge's address, and the bitter outburst by Chairman Fly afterward [see story on this page].

Mr. Fly had first spoken in what was to have been a radio and national defense seminar by talking about the monopoly regulations and berating those who talked about the spectres of Government ownership, censorship and the destruction of commercial broadcasting.

That was at the Tuesday session. After hearing Mr. Fly, Mr. Miller declared he could not permit the charge to go unchallenged. If that was a tense moment, it was completely overshadowed by the developments the next day, in the wake of the devastating Ethridge

Fly Blasts Nets, in Reply to Ethridge

Asserts Trade Association Is Dominated by Networks

MINCING no words, FCC Chairman James Lawrence Fly leveled a parting blast at the management of the NAB, NBC and CBS, and pledged his desire to help work out the broadcasting industry's problems of adjustment "constructively and for the common good of all" at a special press conference just before he returned to Washington Thursday noon from the St. Louis convention.

Chairman Fly's statement to the press, read carefully from a prepared draft, climaxed the tense situation arising when he was not given opportunity to respond extemporaneously immediately following Mark Ethridge's indictment of the monopoly report and the FCC majority at the Wednesday luncheon meeting of the NAB convention [see page 15].

Piscatorial Allusion

Chairman Fly repeatedly referred to the NAB as a "so-called association" and charged that the radio industry was really managed and controlled by a "combination" which shaped both public and political opinion. Speaking of the "too clever" management of the industry's affairs by the combination, he commented that the situation reminded him of "a dead mackerel in the moonlight—it both shines and it stinks".

"I think there is a serious question as to whether the NAB exists as an effective vehicle for the exchange of ideas and the formulation and expression of member stations' opinions", he declared, setting the tone for his later comment.

"Some weeks ago Neville Miller, the NAB president, without meeting with the members—and for that matter, the directors of the so-called association—but after contact with the two big networks, publicly announced the decision of the 'association' as dead set against the Government's decision on network broadcasting.

"That is the way the association appears to function as a matter of day-to-day operation in Washington and New York. Two men run the show. A couple of others do the chores—all, of course, of a purely non-political nature. The Evers-to-Tinker-to-Chance technique is generally involved.

"As a matter of fact, the convention yesterday ringingly declared the exertion of political influence in regard to Commission decisions to be a crime. All of us heartily cheered that pronouncement. So hereafter when the little fellow with ragged pants comes in from the hills and asks his Congressman to help him get a little 100-watt radio station, he is to be slapped into the bastille. But God forbid that anything be done to break up the famous tripletoss combination, with all its beneficent results.

Control of Opinion

"Then, too, the public should never know that the combination which controls the nation's radio coverage measureably controls public and political opinion. The public must accept the basic premise that this combination does not pack a political wallop which is derived from grants from the very Government it seeks to manipulate and control.

"Surely this group is respected

(*Continued on page 56*)

Let Congress Decide If the Mackerel Is Dead! . . . *An Editorial*

THE BROADCASTING industry has elected to fight, rather than take it lying down.

It was a choice of appeasement or counter-attack. The former course would have meant compromise, probably on dictated terms, with the FCC majority's death-dealing "monopoly" regulations scheduled to become effective in August. But that would have been an admission of flabby weakness, and the long-range result would mean capitulation to the little coterie of wilful men who appear to have set their sights for complete Government domination if not ownership of American radio in all its aspects.

Disclaimers of Chairman Fly and others simply don't stand up against the practical exigencies of the sudden "reforms" they intend to impose.

When the NAB convention opened in St. Louis last week, the visages of most of the 1,100 broadcasters attending were funereal, to put it mildly. High and low, the operators of the nation's stations and networks were floundering, groping for leadership. It was not until last Wednesday, the day before the convention adjourned, that signs of leadership appeared and a course was charted.

Carry the Fight to Congress

They found that leadership in Mark Ethridge, who twice before had been drafted in hours of need. They found the formula, too—a fight to the finish against the Fly-manipulated FCC, centered on all-out support of the White Resolution for a Senate investigation which will at least have the effect of staying the giddy pace of the FCC majority.

Mark Ethridge faced the convention a disillusioned man, but in fighting mood. Always an advocate of rule by reason and persuasion, this time he loosed the most devastating attack on the Washington bureaucracy, courageously and with stinging phrases, that any broadcaster ever had the nerve to assert.

Chairman Fly, never lacking in courage himself, had faced the convention the day before to talk about "defense" but really to interpolate his "grim determination" to step uninvited into radio's house, a house much admired by the public for the wholesome way it has conducted itself, and clean it out.

He sat only a few feet away from Mr. Ethridge and heard himself and his majority colleagues denounced for having committed "a breach of faith"; for having "deceived" and "almost betrayed" President Roosevelt; for playing politics in their decisions in favor of Administration friends; for having resorted to "sharp administrative practices" in the way they issued their monopoly regulations.

He heard the rousing ovation given Mr. Ethridge [and we commend a close readership of the Ethridge address on page 15] and he knew the Louisville publisher-broadcaster was expressing the grim sentiments of the vast majority of those in the convention hall.

Should Have Given Mr. Fly Platform

It is, of course, regrettable that bitterness had to develop between Chairman Fly and the broadcasters. Mr. Fly claims he was treated discourteously and was denied the right of free speech by NAB President Miller. He left the hall in a veritable frenzy of anger, according to reporters, and then plunged into the public prints with his bitter condemnation of the NAB, the networks, the industry and all save those who have held his hand.

In the heat of the convention atmosphere, perhaps Mr. Miller did overlook the amenities by not inviting the chairman to rebut the Ethridge declarations then and there. Mr. Miller probably should not have "challenged" Mr. Fly, a guest speaker, immediately after the FCC chairman had delivered his Tuesday talk in support of the Monopoly Report, during the course of which both raised the "bogey man" cries over Government ownership and monopoly charges.

But even that does not seem to justify the action of a high Government official in flying into rage, damning and condemning all those who did not agree with him. If Mr. Fly didn't get his chance at the frenzied convention session, we are sure he will demand—and get—his chance on the very radio he is harassing; indeed, he'll probably get his chance before a Congressional committee, and we'd like to see him, in forum debate before the radio public, with his colleagues ranged alongside him while Mr. Ethridge and other spokesmen for the industry present their views. Possibly the *Town Meeting of the Air* over a combined hookup would be the proper medium. Certainly the public ought to have the issues clarified after reading all this name-calling and wondering what it's all about.

The convention approval of the Ethridge speech was overwhelming, but it would be a mistake to report that the industry will be united in supporting the White Resolution (which asks nothing more than an investigation by a properly constituted authority, and the passage of which will merely stay the fall of the ax).

Some stations have seen fit to gamble with the FCC's rules, some to resign from the NAB in protest against its position on that issue and on copyright. Some more will bolt the NAB, but we predict the association will not disintegrate despite the name-calling and the "dead mackerel that both shines and stinks" allusion of Mr. Fly and his uncalled-for personal slurs against the "Louisville pair" (meaning, of course, Mr. Ethridge and Mr. Miller).

Broadcasters should make no mistake about the opponent they face; he is a fighter, smart, hard-hitting, unrelenting—and he may carry the President with him. For it is now apparent that Mr. Roosevelt, who asserts he didn't know of the regulations beforehand, at least did not oppose them when the serious situation was called to his attention.

Operating Table of Public Opinion

Radio is ready and willing to lay bare its soul on the operating table of public opinion. It is frank to admit there have been some bad practices during its short life, but at the same time feels that the governmental agency which seeks to reform in 90 days what took 19 years to build should be ready for the same scrutiny.

Surely, Mr. Fly and the gentlemen of the majority will welcome this! Surely they should be only too willing to let the nation's legislators representing the public determine the best course.

Objection to a complete airing of this vital problem, devoid of name-calling, would seem to indicate the possibility of mistaken identity in the allusion to John Randolph's famous mackerel.

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rebuke in which he did everything short of breaking with the Administration. Though he is a longstanding friend of President Roosevelt, Mr. Ethridge not only urged support of the White Resolution but asked broadcasters to plump for legislation to remake the FCC, probably into a three-man body.

After the Ethridge address the 1,200 persons who crowded the luncheon hall gave him a rousing ovation. Mr. Fly was on the rostrum and made notes throughout Ethridge's speech, apparently expecting to be called upon for rebuttal. Instead, Mr. Miller made several routine announcements and recessed the session.

It was this incident, added to the preceding day's speech by Fly, that brought about veritable pandemonium. Word soon spread that the chairman felt he had been embarrassed. Mr. Miller disclaimed any intention of discourtesy in public statements and to Mr. Fly, and extended the FCC chief an invitation to address the convention at any time. A committee was sent to placate Mr. Fly and sat with him for four hours. But he remained adamant against accepting the invitation.

By overwhelming vote the convention also got behind Broadcast Music Inc., commended its actions and committed itself to its continuance as a going concern in the music copyright field, irrespective of what may happen in current negotiations with ASCAP and despite the MBS-ASCAP reunion.

BMI members were told there would be a one-third reduction in their fees for the catalog during the second year of its phenomenal operation, and many independents were prepared to get along without ASCAP unless it was willing to bargain equitably and comply with the Department of Justice consent decree. It was freely stated that the MBS deal, requiring a minimum guarantee, is in conflict with the decree.

Controversy Over White House Viewpoint

Before the convention opened for its business sessions last Tuesday, word had spread that the President was solidly behind the monopoly regulations. It became known that the President had referred to Chairman Fly for answer a telegram from CBS President William S. Paley bitterly attacking the regulations as "torpedoing the industry." Mr. Fly in a three-page reply reviewed the history of the nearly three-year-old monopoly investigation, the amount of testimony put in the record, and every step of the procedure, which he described as "orderly conduct."

Then he invited Mr. Paley to discuss the whole subject with the FCC. Copies, it is understood, were sent to Niles Trammell, NBC president, and Mr. Miller.

Even these indications did not dampen the ardor of the conventioneers after Mr. Ethridge's address. Before that they looked to the networks for expressions, but they did not come until Mr. Ethridge had unburdened himself.

At the closing session Thursday a resolution offered by Don S. Elias, WWNC, Asheville, commending Mr. Ethridge, was adopted with enthusiasm. It lauded Mr. Ethridge for his thoughtful study and inspiring report, and the "courage, clarity, sincerity and soundness" of his address, and resolved

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that the convention express its "sincere and grateful thanks."

While overshadowed by the dramatics on monopoly, national defense nevertheless figured prominently in the convention activity. From such figures as Maj. Gen. Robert C. Richardson, director of public relations of the War Department; Comdr. H. Ray Thurber, public relations officer of the Navy, and Lowell Mellett, executive assistant to the President, were heard reassuring words on radio's role in the emergency, and appreciation for its service.

Board Authorizes Radio Defense Committee

President Miller announced that the board, cognizant of the tremendous job which lies ahead for radio in national defense, had authorized appointment of a national radio defense committee.

On the commercial side, the standout action was the adoption of time limitations for commercials in 5, 10 and 25-minute programs, settling a problem that has haunted sales managers since the copy restrictions for the code became effective more than a year ago.

The limitations recommended by the committee, and adopted by unanimous vote, provide that in a 5-minute program the commercial credit be limited to 2 minutes daytime and 1 minute 45 seconds night. On 5-minute news periods the limitation is 1 minute 45 seconds daytime and 1 minute 30 seconds night.

On 10-minute programs, the new limit is 2 minutes 30 seconds commercial daytime and 2 minutes flat at night. On 25-minute programs the limitation is 4 minutes 15 seconds daytime and 2 minutes 45 seconds night.

What the Chairman Would Have Said

Chairman Fly said that if he had been called upon "as promised", he would have made the simple statement that free speech prevailed when the representative of an important station (WHAS) could castigate a Government agency for its action, and a spokesman for the Government could make his rebuttal from the same rostrum.

But all that, he said, was destroyed when the convention voted the resolution before he had an opportunity to speak.

In his press conference Thursday, he referred to the "facility with which the Louisville pair (Mr. Ethridge and Mr. Miller) functioned yesterday in that great forum of debate—the so-called association of broadcasters."

The convention acted on other subjects besides monopoly. The board of directors at a Monday night session, following the MBS bolt, approved all of President Miller's actions, against which MBS had complained, and then proceeded to extend his contract for two years from July 1, 1942, at his present salary of $35,000 plus $5,000 expenses.

NAB's Unanimous Resolution Asking For Senate Investigation

FOLLOWING is the text of the resolution adopted by the NAB, by unanimous vote, at its convention in St. Louis May 14, favoring the White Resolution for a radio investigation with a view toward enactment of a new law and to suspend operation of the new network rules pending completion of the Senate investigation:

WHEREAS, precipitate promulgation of the Federal Communications Commission's new rules regarding network broadcasting threatens the freedom of radio and the American System of Broadcasting; and

WHEREAS, the National Association of Broadcasters is of the opinion that the listening public and the American people as a whole should be given the opportunity to learn just what the effect of these rules would be on American radio, particularly with regard to program service;

BE IT RESOLVED: that the National Association of Broadcasters urge the United States Senate to give prompt and favorable consideration to a resolution introduced by Senator Wallace White of Maine, which would result in a thorough investigation of the whole radio structure with a view to the enactment of a new radio law; and would request the Federal Communications Commission to suspend operation of the new network rules pending completion of the Senate investigation.

POSIES WERE THE ATTRACTION around MBS headquarters, and delegates by the hundreds had carnations pinned on their lapels. Upper left: Louis Caldwell, MBS attorney, and E. M. Antrim, WGN. Upper right: FCC Chairman James L. Fly. Center left: John Shepard 3d, Yankee Network. Center right: Carl Everson, WHKC; H. K. Carpenter and K. K. Hackathorn, WHK-WCLE. Lower left: Fred Weber, MBS general manager, and Walter Damm, WTMJ. Lower right: Lewis Allen Weiss, Don Lee Network.

Need for Unity Voiced by Miller

Almost the first words uttered by President Miller in bringing the convention to order touched off pyrotechnics on the monopoly issue. On the rostrum, at his right, was Chairman Fly, and the atmosphere was tense. The meeting room was literally jammed, with some 850 broadcasters present.

Declaring that problems of "utmost gravity" face radio, Mr. Miller said that today as never before there is need for unity, calm thinking and industry statesmanship—problems which, if not solved correctly, may mean the end of broadcasting as we know it, are faced by radio, he said.

"I would be remiss in my duty," he said, "if I did not emphasize the fact that the preservation of a free radio is of greatest importance to our democracy—that a serious division in the ranks of broadcasters is bad enough in normal times but today in the face of our present problems such a division may be the first of a sequence of events which will prove destructive not only to the American System of Broadcasting, but ultimately to freedom of radio, to freedom of speech and to freedom of the press. If we lose our civil liberties, democracy will perish."

Enlightened self-interest, Mr. Miller asserted, demands that "we think on a broad basis of industry preservation and not upon the limited approach of temporary individual advantage."

The scene shifted temporarily as Mr. Miller picked up the thread of routine convention business. He called up for consideration proposed amendments to the by-laws, which were promptly adopted. He first authorized the selection of the following year's convention city at the annual meeting, with first choice and second to be designated. The vote was set for the closing session on Thursday.

New Procedure in Electing Directors

A second resolution adopted, following an explanation of its purpose by Harold V. Hough, WBAP-KGKO, Fort Worth, its author, provides for the nomination and election of the six directors-at-large (two each representing big, medium and small stations) from the floor at the annual convention. The present by-laws specify that the 17 district directors shall constitute the nominating committee to meet in advance of the convention and nominate two persons for each of the six positions.

Mr. Hough said this change would give the association an opportunity to select directors-at-large on the basis of showing made at the convention, and also allow rank and file broadcasters to select new men for such posts.

The three incumbent network directors—F. M. Russell, NBC Washington vice-president; Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager—were renominated by the district directors, which was tantamount to reelection.

The meeting adopted amendments to the by-laws altering monthly dues of stations in the higher income brackets to make them consistent with payments by stations in the lower and intermediate brackets. The monthly maximum remains at $500 for stastations doing business of over $2,000,000 per year. But stations in the brackets between $600,000 and $1,000,000 gross were reapportioned.

The final amendment adopted revised the boundaries of six of the 17 NAB districts because of natural spheres of economic influence. District 9, now comprising Illinois and Wisconsin, was revised so that 34 counties in Wisconsin are excluded, but are added to District 11, comprising Minnesota, North Dakota and South Dakota. In District 11, 22 counties in South Dakota are excluded, which are added to District 14, which embraces Colorado, Idaho, Utah, Wyoming, Montana and the new portion of South Dakota.

District 2, now comprising only New York, was revised to include New Jersey. District 3, now cover-

(Continued on page 60)

WOR, WGN Quit NAB Membership

WFBR, WTMJ, KFPY, KGIR And Don Lee Also Out

ON THE GROUND that the NAB "is no longer representative of the entire industry", WOR, New York, WGN, Chicago, and Don Lee Broadcasting System, on May 13 formally resigned from the NAB in protest against President Neville Miller's "intrusion in the Mutual-ASCAP matter and to your condemnation of the Monopoly Report".

MBS itself is not a member of NAB. Fred Weber, MBS general manager, has represented that network on the board of directors. MBS announced it had withdrawn Mr. Weber's nomination to serve on the new board and that MBS will not be represented in the future.

Alfred J. McCosker, in resigning for WOR as its president, said he noted with regret that the resolutions adopted by the NAB board at the meeting the preceding day gave approval to Mr. Miller's actions. "It is now entirely clear that your association is no longer representative of the entire industry, and that you are taking a position in various matters adverse to our interests and in favor of those of others", he said. "For these reasons we hereby tender our resignation from your Association".

Others Also Out

E. M. Antrim, assistant secretary of WGN and executive secretary of MBS, and Lewis Allen Weiss, vice-president and general manager of Don Lee and vice-president of MBS, resigned for those companies.

Later it was announced that WFBR, Baltimore, now an NBC-Red affiliate, but which joins MBS effective Oct. 1, also had resigned from NAB in protest against Miller's activities. Hope Barroll Jr., executive vice-president of WFBR, has been vehement in his criticism of the NAB action.

KGIR, Butte, headed by Ed Craney, and KFPY, Spokane, headed by T. W. Symons, his partner in ownership of several stations, also resigned.

Mr. Miller stated that while he regretted the withdrawals, he believed the issues "subtly concealed in the Monopoly Report representing a direct challenge to the freedom of radio, and, if not opposed, would be the first of a series of events leading to the destruction of not only the freedom of radio, but also the freedom of press and the freedom of speech".

He said NAB would be derelict in its duty not only to its members but also to the public "if we sat idly by merely to maintain our membership". In resisting all attacks upon the freedom of radio, he said he believed the NAB represents the views of an overwhelming majority of the industry and of the public.

Senator White Believes Probe Will Receive Senate Approval

Committee Action Is Up to Wheeler, He Declares; Regret Is Expressed Over Industry Split

APPRISED of developments at the St. Louis NAB convention, particularly the Ethridge speech urging broadcasters to support his resolution, Senator Wallace White Jr. (R-Me.) said Thursday "the long-range prospects are that the resolution will be reported out and passed."

The enormous publicity attendant upon the St. Louis convention, occupying front page space in newspapers everywhere, caused many questions to be asked on Capitol Hill. Senator White said there were "many questions in the minds of Senators about the whole situation" and that these needed clarification. He said it was up to Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, of which Mr. White is ranking Republican member, to fix the time for a committee meeting.

Split Regretted

Most Senators who gave any thought to the matter were represented as expressing regret that the industry itself was so badly split over the Network Monopoly Report, reacting to the stand taken by the NAB in opposition to the new regulations and that of MBS in favor of them. One Senator asserted "there is no excuse why the industry should get itself into such a mess, and split itself wide open."

Senator White left Washington Thursday for Maine, but was due back Monday. Senator Wheeler's office said he had no statement to make other than that of May 14 [see adjoining column] and that at present he was absorbed in his anti-convoy fight to give the matter immediate study.

Ten Points for Probe

If the measure is reported favorably by the full committee it will be placed on the Senate calendar for consideration and a majority vote by that body will authorize committee action. If it is voted down by the committee the resolution will never reach the Senate floor and will die in committee.

Senator White's resolution sets forth 10 points for the committee to investigate. They are:

Rules and regulations; probable effects on broadcast system and networks; effects on program quality; extent of control by FCC over

(*Continued on page 51*)

Statement by Wheeler

Full text of the Wheeler statement May 14 follows:

I have been reading some talk to the effect that I was "alarmed" by the FCC report on chain broadcasting and its order carrying out the principle set forth in that report. I have not had a chance to study the report carefully enough to make any fixed judgment as to the advisability of all that the Commission has done. But I am alarmed by some of the facts set forth in that report. For example, I am worried when I read that NBC and CBS control 85% of the night-time power of this country. The principles which would guide me in forming a judgment about what the Commission has done are these:

(1) Free speech should be preserved over the radio. Neither Government nor private concerns should have the power to prevent either side from having equal time and equal facilities on public issues. The law should be explicit on this subject.

(2) That there should be free and open competition in radio broadcasting and that there should be no artificial restraints placed upon the development of new networks.

(3) That no single organization should obtain an undue control of what the people of this country may hear.

(4) That the business of running a network and of running a radio station are different and conflicting and should in general be kept separate.

As soon as time permits, I shall study what the Commission has done in the light of these principles.

Promotion Display Awards Presented

Trophies Are Selected From Displays of 275 Stations

AFTER viewing more than 275 panel displays entered by approximately 100 stations nationally, the judges committee of the promotion displays at the NAB convention last Thursday announced the following stations as winners in six general classifications:

WABC, New York — Statuette trophy presented by *Sales Management* Magazine for trade paper advertising.

WIBW, Topeka — Certificate of merit presented by Direct Mail Adv. Assn. for direct mail advertising.

WAAB, Boston—Gold plaque presented by *Radio Daily* for special events and public service.

KMOX, St. Louis—Statuette trophy presented by Young Men's Division, St. Louis Chamber of Commerce.

KNX, Hollywood—Desk set presented by Standard Radio for program presentations.

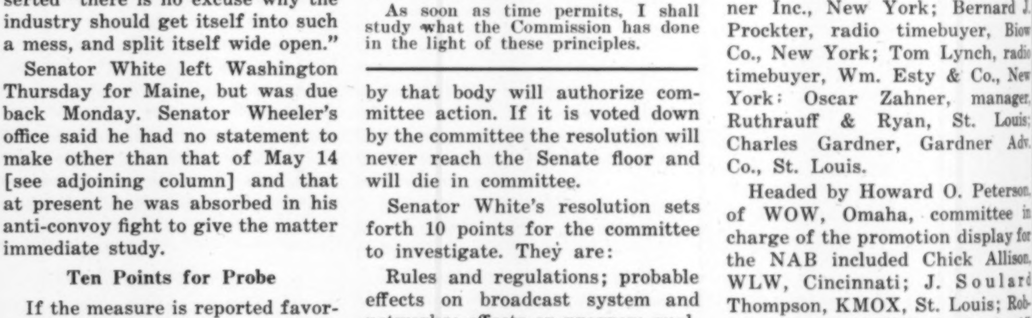
WOW, Omaha—Trophy awarded by St. Louis U for house organs.

KXOK Gets Mention

Although no trophy award was made in the seventh classification, special activities, the judges committee voted special mention be given KXOK, St. Louis, for outstanding presentation.

Judges committee consisted of Jack W. Laemmar, Lord & Thomas, Chicago, chairman; Carlos Franco, manager of station relations bureau, Young & Rubicam, New York; John Crandall, Arthur Kudner Inc., New York; Bernard J. Prockter, radio timebuyer, Biow Co., New York; Tom Lynch, radio timebuyer, Wm. Esty & Co., New York; Oscar Zahner, manager, Ruthrauff & Ryan, St. Louis; Charles Gardner, Gardner Adv. Co., St. Louis.

Headed by Howard O. Peterson, of WOW, Omaha, committee in charge of the promotion display for the NAB included Chick Allison, WLW, Cincinnati; J. Soulard Thompson, KMOX, St. Louis; Robert Sampson, KWK, St. Louis. All are promotion managers of their respective stations.



STANDARD RADIO TWINS are surrounded by (l to r): Walter Rothschild, WTAD; Ben Fisher, Washington; Jerry King, Standard Radio, the twins; W. D. Pyle, KVOR; C. E. Hooper, New York; Joe Weed, New York; Milt Blink, Standard Radio. For other promotional features at St. Louis, see page 62.

Text of White Resolution Calling for a Senate Probe . . .

WHEREAS, the Federal Communications Commission (hereinafter referred to as the Commission) is an administrative agency created by the Act of June 19, 1934, 48 Stat. 1064, known as the Communications Act of 1934, as amended, by Act of June 5, 1936, 49 Stat. 1475, and by Act of May 20, 1937, 50 Stat. 189; and

WHEREAS, said Commission has by the terms of said Act certain delegated powers and duties in respect of interstate commerce in communications and the facilities and instrumentalities used and useable in said commerce and has no powers and duties not specifically conferred upon it; and

WHEREAS, the Commission on May 2, 1941, in a proceeding before it styled "In the Matter of the Investigation of Chain Broadcasting", Docket No. 5060, made and published certain rules and regulations enacted and promulgated by it which said rules and regulations are alleged to constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs, of the business management and of the policy to be employed by radio broadcast stations which are licensed by said Commission pursuant to said Act; and

WHEREAS, it is urged that the Supreme Court of the United States in the case of FCC v. Sanders Bros. Radio Station, decided March 25, 1940, interpreted and construed the Communications Act of 1934, as amended, as conferring no such power of authority upon the Commission as that which it is charged the Commission has attempted to exercise in its said rules and regulations of May 2, 1941, as aforesaid, and in so doing stated:

"But the Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel".

NOW, THEREFORE BE IT RESOLVED, that the Committee on Interstate Commerce of the Senate, or a subcommittee thereof, be and it hereby is authorized and requested to undertake a study (1) of said rules and regulations; (2) of the probable effects thereof upon the broadcast system of the United States and in particular upon the network organizations and licensees affiliated with said organizations or independent thereof;

(3) of the probable effects thereof upon the quality of programs broadcast to the American public; (4) of whether said rules and regulations attempt to confer or do confer upon the Commission supervisory control of the programs, business management or policies of network organizations and of broadcast licensees; (5) of whether said rules and regulations if enforced will adversely affect the broadcast structure of the United States and the service rendered thereby to the people thereof; (6) of whether they constitute a threat to the freedom of speech by radio in the United States; (7) of whether they will contribute to Government ownership and operation of broadcast stations, or to regulation of them as common carriers; (8) of whether said rules and regulations are in their effect an effort to define monopoly or monopolistic practices and to assert the power of the Commission to find a licensee guilty thereof and to deny a license to an applicant because of such findings; (9) of any problem of radio broadcasting which said committee finds is raised or is affected by said rules and regulations and the principles and policies which should be declared and made effective in legislation for the regulation and control of the radio industry, of broadcasting and of interstate and foreign communication by radio and which should guide and should control the Commission in the administration of said Communications Act of 1934 as amended; (10) and finally, to consider whether said Commission is authorized by present law to promulgate and enforce the rules and regulations adopted by it as aforesaid; and be it further

RESOLVED, that all testimony, exhibits, briefs, arguments and reports or photostatic copies thereof submitted to the Commission in connection with said proceeding, Docket No. 5060, be transferred to and filed with said committee of the Senate for its study and consideration; and be it further

RESOLVED, that the committee shall report to the Senate as soon as practicable its findings and its recommendations concerning the matters which it is hereby requested to study; and be it further

RESOLVED, that said Commission be and it hereby is requested to postpone the effective date of said rules and regulations until said Interstate Commerce Committee shall have made its report to the Senate in pursuance to this resolution, and for 60 days thereafter.

For the purposes of this resolution the Committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses and adjourned periods of the Senate in the 77th Congress; to employ such experts, and clerical, stenographic and other assistance; to require by subpena or otherwise the attendance of such witnesses, and the production and impounding of such books, papers and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $5,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.

2,000 Take Part In NAB's Banquet

ATTENDED by a record-breaking crowd of 2,000, the annual banquet concluding the NAB convention in St. Louis last Thursday evening featured top entertainment attractions drawn from radio and the stage, along with presentation of various awards of the 19th annual convention. Awards included the BROADCASTING golf trophies given Paul H. Raymer and Peirce Romaine and awards in the merchandising and promotion display competition. The banquet was held in the Gold room of the Hotel Jefferson, convention headquarters.

The entertainment program headlined *Quiz Kids*, NBC program, with George Jessel m.c. of the stage show. The show, music for which was furnished by Jack Fields' orchestra, also featured Rose Bampton, Metropolitan Opera star; Jane Froman, radio singer; the St. Louis Municipal Opera Octette; Sten Kavanaugh, juggler; Henry Morgan, radio entertainer; Dr. Giovanni, magician.

Presented under joint sponsorship of the three national networks, the show was produced by Nat M. Abramson, head of the Artists' Bureau of WOR, New York. Cooperating in arranging the talent were Clarence Menser, NBC; Doug Coulter, CBS, and Adolph Opfinger, MBS.

Basic Blue Affiliates Ponder Plan to Purchase the Network

POSSIBILITY that NBC-Basic Blue affiliates may seek to purchase that network from NBC, if RCA decides to sell it outright in keeping with the FCC network-monopoly edict, developed last Monday at a meeting of Blue affiliates during the NAB convention.

The meeting, called by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, was attended by about a dozen owners or representatives of leading Blue outlets.

Showed Interest

Although no commitments were made at the Monday meeting, the view was expressed that acquisition of the network by the affiliates was of "decided interest" to them. A plan for cooperative operation of the network along lines similar to Mutual Broadcasting System was discussed.

The projected plan covered purchase of WJZ, New York, as the key station of the network, and possibly WENR, Chicago. The two 50,000-watt stations are the only two Blue stations owned by NBC.

Opinion was expressed that since the affiliation contracts could not be sold without consent of affiliates, they would be the logical parties to take over operation of the network.

This plan is one of several proposed to RCA in event the parent company of NBC should decide to divest itself of all interest in the Blue network. Four offers of outright purchase of the Blue are understood to have been advanced to NBC.

Offering to Buy

One is reported to have come from a Wall Street banking house, which asked for a price; a second from a representative of Col. Robert R. McCormick, publisher of the *Chicago Tribune;* a third from Capt. J. M. Patterson, publisher of the *New York Daily News*, a cousin of Col. McCormick and part-owner of the *Tribune;* and a fourth from George E. Allen, former District of Columbia commissioner and now vice-president of the Home Insurance Co. of New York, representing unnamed principals [BROADCASTING, May 12].

Advertising Held Vital in Wartime

Chevalier Says Media Must Convince Management

ALL ADVERTISING media, including radio, must concert their efforts to educate advertisers to the need for continuous advertising, through times of war as well as peace, in order to sustain and broaden the markets for consumer goods. This counsel was advanced at the Thursday morning business session at the NAB convention in St. Louis by Col. Willard Chevalier, publisher of *Business Week* magazine, when he spoke on "Planning Today for Post-War Business".

The immediate job for advertising media is to shape the attitude of business management toward advertising, particularly when an eye is cast on the situation to follow the present national emergency, Col. Chevalier declared.

A Regular Function

Whether business is good or bad, advertising's troubles are always acute, he observed, giving as one reason the fact that business management has not been sold on advertising as a regular business function. Recognizing advertising as a line of communication between producers and users of consumer goods, the more regularly it is used the more effective it is, he stated.

Increased buying power for consumer goods is bound to result from the tremendous expenditures being made in the defense effort, regardless of increased taxes and diversion of income for defense bonds, Col. Chevalier observed. With this in mind, the purchasing power must be wisely expended to avoid inflation, he pointed out, citing that all along the line an effort is being made to "channel and funnel" consumer buying in order to cope with this situation. Such efforts will have a deep-seated effect on consumer buying, he maintained.

When conditions are upset, as during a defense emergency, it is no time to relax the producers' contacts with his markets, he argued. Rather, it is the time contacts should be strengthened, and advertising is a means of strengthening the contacts. Items unrelated to the defense programs must be pushed, he declared, and this is a job advertising can do.

"Deal with each day's problems. Go as far as you can see, and then see how far you can go," Col. Chevalier recommended. "Business has got to be fought for, and we have the weapon—advertising".

ANA Discusses Report

POSSIBLE effects of the FCC monopoly report on the entire advertising business was the subject of discussion at the May 12 session of the Assn. of National Advertisers convention, held last week for ANA members only at the Westchester Country Club, Rye, N. Y. Among the extemporaneous speakers at the radio roundtable were J. M. Greene, circulation manager of the NBC promotion department, and Dr. Frank Stanton, CBS.

XUM

Board Discusses Plans to Support White Resolution

New Executive Committee for Coming Year Is Elected

A NEW EXECUTIVE committee for the NAB, with only one holdover member, was named by the board of directors at a session in St. Louis last Friday. The members are James D. Shouse, WLW, Cincinnati, and Paul W. Morency, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium stations; William H. West Jr., WTMV, E. St. Louis, and John Elmer, WCBM, Baltimore, for small stations, the latter re-elected.

The new NAB board, aside from its statement replying to the attack by FCC Chairman James Lawrence Fly in a St. Louis press interview, discussed plans to espouse adoption by the Senate of the White Resolution for a radio investigation premised on the monopoly regulations.

Newspaper Session

A committee representing newspaper-owned stations, which was meeting simultaneously in St. Louis Friday to make preparations for the yet unscheduled hearing on newspaper-radio divorcement, also met with the NAB board. The group comprised Gardner Cowles Jr., Iowa Broadcasting Co., Roy Roberts, WDAF, Kansas City; James M. Cox Jr., WSB, Atlanta.

Following the meeting of the newspaper-radio committee, presided over by chairman Harold V. Hough, WBAP-KGO, Fort Worth, it was announced that a preliminary meeting would be held in Washington May 19 by its counsel to consider the impending hearing. The mechanics of its preparation for the hearing were discussed by the newspaper-radio hearing committee. C. H. Sundberg, loaned by the Branham Co., was authorized to increase his staff and proceed with research work. Headquarters are in New York.

Hearing committee members present included Chairman Hough and Messrs. Cowles and Cox; Jack Howard, Scripps-Howard Radio; Tennant Bryan, WRNL, Richmond; Howard Lane, representing Guy Hamilton for the McClatchy interests; John E. Person, WRAK, Williamsport; Walter J. Damm, WMTJ, Milwaukee Nelson Poynter, KTSP, St. Petersburg was absent.

Sitting in as observers were Roy Roberts, St. Louis; George M. Burbach, KSD, St. Louis, and Mr. Elias.

ON THE FIRST anniversary of the creation of the National Defense Advisory Committee May 29, NBC-Blue will broadcast a review of one year's progress in American defense plans. On May 18 NBC-Red and Blue carried a defense feature with air observers in London and Chungking reporting on British and Chinese methods of fighting air raids.

THEY SMILED AS THEY SIGNED the AFRA transcription code, indicating a successful ending to more than a year of negotiations between the union and the transcription industry. Pictured are (seated left to right): C. M. Finney, president, Associated Music Publishers; Charles Gaines, secretary, World Broadcasting System; Emily Holt, executive secretary, AFRA; John MacDonald, assistant treasurer, NBC; (standing, left to right): George Heller, assistant executive secretary and treasurer, AFRA; Lloyd Egner, vice-president and manager, NBC Radio-Recording Division; Mark Woods, vice-president and treasurer, NBC, in whose office the signing took place May 9.

NBC Includes Direct Appeal to French In Shortwaving Message of President

ABANDONING for the first time the traditional American shortwave presentation of straight news, NBC's international division last Thursday appealed directly to the French people and the French ambassador to Paris as it presented President Roosevelt's message urging the French not to collaborate with Germany.

Curtailing its program service to South America, which normally continues until 2 a.m., at midnight, with State Department approval, NBC swung its beam toward Europe using the combined 100,000 watts power of both WNBI and WRCA through the former transmitter. A half-hour broadcast was presented in French, then quarter-hour newscasts in Spanish and Portuguese.

This program was repeated for each successive hour up to 10 a.m. when the normal program schedule was resumed. The French broadcasts were the ones which attracted widespread interest in radio circles.

Special Message

The broadcasts all started with the playing of the "Marseillaise", followed by the "Star Spangled Banner". Then Fernand Auberjonis, chief of the French section, who personally handled the French programs through the early morning hours, spoke of the bonds that for 150 years have existed between the two great nations and asked, "Are you going to break these now?" This was followed by the President's statement, urging the French people not to support Marshall Petain's Nazi collaboration policy. Mr. Auberjonois then read a list of questions addressed to Fernand De Brion, French ambassador to Paris, asking, "Do you represent France or Germany?" and similar questions and concluding that "America wants to know", stating that NBC will go on asking these questions until they are answered.

All broadcasts were identical, except for subscription of later news stories in each successive broadcast.

Thursday's action put the NBC international division on a 24-hour basis ahead of schedule. John W. Elwood, manager of the international division, however, emphasized that the 24-hour operation is not yet permanent, but is merely experimental at this time.

It is not expected there will be any return to the old basis in the near future. For the last several weeks, since the division was first informed that operations on a wartime basis were imminent, heads of the various language sections have been interviewing applicants for announcing berths and it is expected that hiring will begin immediately.

New schedule will henceforth include broadcasts to Europe from midnight until 4 p.m.,' nearly doubling the previous European transmission which were from 7 a.m. to 4 p.m. Latin American transmissions, formerly on from 4 p.m. to 2 a.m., are cut by two hours, now running from 4 p.m. to midnight.

CBS international division executives stated Friday that no change in their normal operating schedule is expected. On Thursday CBS broadcast the Presidential statement several times in English, French, German, Italian and Polish, and the shortwave transmitters were switched at 8 p.m. WCBX was aimed at Europe instead of Latin America and WCAB turned southward instead of east, to insure the best possible reception in Europe. but they signed off at their usual time, 1 a.m.

AN ADDRESS "We Can Defend America", by I. S. Randall, vice-president of Transcontinental Airways, will be the highlight of a service for deceased advertising men of the armed forces, May 25 as the first official meeting of the Advertising Federation of America in Boston.

FDR Has Not Read FCC'S Net Report

PRESIDENT ROOSEVELT told his first press conference in almost two weeks last Friday that he did not know about the FCC network monopoly regulations before they were issued. In response to a question, the President said that he had not seen the sweeping regulations nor had he read them as yet.

Asked if he had any personal reaction to the regulations, the President replied in the negative.

Pressed if that meant that the statement of Mark Ethridge to the NAB convention was true, in which he charged that Mr. Roosevelt was "deceived" and "almost betrayed" by the FCC's action, the President similingly replied that it was an awful thing to say but he had been occupied by more important things these last few weeks.

GILLETTE TO CARRY SERIES ON MUTUAL

CONTRACT for the exclusive broadcast of the 1941 World Series over MBS was signed last Friday in the office of Commissioner K. M. Landis in Chicago by J. P. Spang Jr., president of Gillette Safety Razor Co., and Fred Weber, MBS general manager.

It will be the third successive year for MBS and Gillette to present baseball's classic. An option has been taken for 1942. The series will be broadcast over nearly 300 stations in the United States and Canada and shortwaved around the world. Special provisions will be made for the broadcast to South America in Spanish for the first time.

No announcement of the sum paid for the exclusive rights was made. Observers recalled that last year's broadcast added $100,000 to the post-season receipts.

Gillette will sponsor all fights promoted by Mike Jacobs 20th Century Sporting Club on the entire MBS network beginning June 18 with the Louis-Conn bout.

Purity Bakeries Series

PURITY BAKERIES SERVICE Corp., Chicago (Taystee Bread), is expanding the transcribed quarter-hour thrice-weekly program *Mandrake the Magician* on WOR, New York; WLAC, Nashville; and KWK, St. Louis. Starting May 19, KMBC, Kansas City, and KGBK, Springfield, Mo., will be added. Program is being extensively merchandised in the new markets with newspaper ads, truck posters, handbills, lapel badges, window streamers and special Mandrake the Musician bread wrappers. Agency is Campbell-Ewald Co. of New York.

ACA Signs WARM

AMERICAN Communications Assn., CIO union, has negotiated a contract with the management of WARM, Scranton, Pa. Graham Dolan, ACA organizer, handled the negotiations which were concluded in less than two weeks after the WARM staff had joined ACA.

XUM

MBS-ASCAP Pact Splits Solid Front

NBC, CBS to Continue Negotiations to Get Better Contract

IN ANOTHER maneuver to catch its older competitors off balance, Mutual reunited with ASCAP in St. Louis May 11 on the eve of the opening of the NAB annual convention, breaking what had been a united industry front in the bitterly fought music fight.

Only a few hours after MBS officials had announced that the 10-day drive had failed to procure ratification by affiliates of a blanket license deal providing for a flat 3% of gross for four years, with 3½% until 1950, the network dramatically announced that later returns indicated a clear majority had been procured, and that ASCAP music would return to its network May 13. The seven stockholders also ratified the contract May 11.

Some Criticism

In the heat of battle, a half-dozen MBS affiliates promptly announced they would refuse that network's service on the ground that MBS had "sold out" when industry victory was within grasp. Reminiscent of the talk in 1932 and 1935 against NBC and CBS for making "separate deals" with ASCAP, sharp criticism of the "coup" was heard throughout the convention corridors. Some broadcasters commented that the MBS deal prejudices the opportunity for an industry-wide formula on a more equitable basis, and also will seriously affect BMI's future as an ASCAP competitor.

Ratification of the agreement does not automatically commit MBS affiliates to ASCAP contracts. It simply covers network service, with MBS clearing at the source in accord with the Department of Justice consent decree. Affiliates, however, will rebate to MBS 3% of their receipts from the network, minus line charges. This same formula, it is indicated, will be invoked by CBS and NBC when, as and if they come to terms with ASCAP.

Niles Trammell, NBC president, said his company would continue its negotiations with ASCAP in an effort to reach the best terms possible. He declared the MBS action will not affect these negotiations or tend to hasten them.

Taking a similar position, Edward Klauber, CBS executive vice-president, declared his company would not be "stampeded" into acceptance of a contract similar to that taken by MBS. He said he would continue negotiations "until we arrive at better terms". It was pointed out that ASCAP had offered the formula accepted by MBS to the other networks and they had rejected it.

But E. Claude Mills, chairman of ASCAP's executive committee, who had set up convention headquarters in St. Louis with John G. Paine, general manager, promptly announced that no better terms would be accorded any network. It was on this premise, largely, that a majority of MBS affiliates were brought into line, despite the determined opposition of NAB President Neville Miller, the entire BMI official command, the competitive networks, and several of MBS' important affiliates, including John Shepard 3d, Yankee-Colonial networks; Hulbert Taft Jr., WKRC, Cincinnati; Steve Cisler, WGRC, Louisville, and John Elmer, WCBM, Baltimore.

Sustaining Fee

The first ASCAP programs, dance band remotes, were picked up May 13 by MBS. A gala one-hour dedicatory program, featuring big-name talent, was to be presented Sunday, May 18, to observe network performance of ASCAP's repertoire for the first time since the break Jan. 1. Then MBS would make available to its sponsors the ASCAP catalog, and include ASCAP numbers in sustainings. A substantial number of MBS outlets said they would cut such sustainings since, under the formula, they would be required to pay one-half of their highest hour rate per month to MBS, which would pass it on to ASCAP. The amount thus paid, however, could not exceed three-fourths of the 1940 sustaining fee.

ASCAP made no bones about its anxiety to align MBS, and as a matter of fact pitched in to switch negative votes and corral new affirmative ones in the drive to win majority ratification. Other networks, and BMI held that if no deal

(*Continued on page 52*)

THE SALES FRONT is covered by Ed Wood, MBS sales manager, as that network's sales managers meet in the Chase Hotel following the stormy copyright sessions.

Group of 39 MBS Affiliates Organize Permanent Body to Probe ASCAP Deal

EXPRESSING belief they had been "sold down the river," and that a canvass should be made of all affiliated stations to see "if the ballot box wasn't stuffed", representatives of 39 independent MBS affiliates last Wednesday formed a permanent organization of their own to investigate the Mutual-ASCAP contract deal.

The stations also were almost unanimous in agreeing not to make individual deals with ASCAP.

Many announced MBS had been notified they will not take ASCAP music. Station managers agreed the industry must maintain BMI and make use of it, pointing out that if ASCAP music comes back it will be the breakdown of BMI and radio will be back where it was a year ago.

Might Withdraw

One midwestern broadcaster urged the stations to "stand pat and not use ASCAP music", stating that "if we cannot feed anything but ASCAP music, we'll let it drop", implying withdrawal from MBS.

Other station managers agreed there should be a minimum or normal flow of sustaining ASCAP music, but warned that for the next few months the air will be cluttered with that type of tunes.

Steve Cisler, president and manager of WGRC, Louisville, was appointed acting chairman of the permanent organization of Mutual affiliates, which was formed not only to investigate the ASCAP contract but to help solve other future problems. Appointed to draw up plans and bylaws for the organization were Gene O'Fallon, KFEL; Leslie C. Johnson, WHBF; Edgar E. Bishop, WGH. Cisler was also authorized to appoint a committee of research and recommendations. C. E. Schindler, WGRC, was named acting secretary of the group.

Broadcasters who indicated their stations might take ASCAP tunes declared affiliates should request MBS to use discretion on the number released, warning that it "must not be crammed down our throats". One broadcaster stated that ASCAP was thoroughly licked, and now "thanks to Mutual, we are settling on the Society's own terms. We must cover every station to see if the affiliates have been sold down the river. We will not take a deal like the present Mutual-ASCAP deal".

Music Negotiations Will Be Continued

BMI Remains Going Concern, Neville Miller Declares

ON THE heels of the announcement by MBS May 11 that its contract with ASCAP had been ratified by a majority of its membership and approved by its stockholders, both NAB and BMI lashed out with statements that the copyright fight was not over and that BMI would continue a going concern.

NAB President Neville Miller said the trade association "cannot agree" with the statement of MBS that "the music war is over". He said the preponderant elements of the industry, including many MBS affiliates, have still not received terms satisfactory to them from ASCAP.

Miller's Comment

"Even more important," said Mr. Miller, "ASCAP has yet to offer a music licensing plan which complies with the terms of the consent decree which ASCAP signed in the action brought against it by the Government, and which becomes operative on June 1. Until the problem is solved for broadcasters generally, not only with respect to network programs but also with respect to local programs, the NAB will continue to regard the music problem as a vital one."

Broadcast Music Inc. issued the following statement:

"There is nothing in the action of Mutual stockholders in ratifying an ASCAP contract for network service which in any way affects the future plans of BMI. BMI was, in fact, organized to bring competition into the field of music licensing. BMI will continue to render a full music service not only for the benefit of those stations who are relying chiefly upon its catalogs but also for the benefit of those of its licensees who have ASCAP as well as BMI licenses. Over 95% of Mutual affiliates are BMI licensees.

"The character of the BMI music service has been demonstrated by the successful use which has been made of it during the last four months. During that period such hits as 'I Hear a Rhapsody', 'There I Go', 'You Walk By', 'My Sister & I', and many others have been taken to the public heart, and have proved that the younger writers of America are rich in talent. BMI's repertory now includes the publications of over a hundred publishers whose catalogs contain in excess of 400,000 compositions. BMI's perpetuation as a competitive factor in the field of music is assured, and its permanent support from Mutual stations, from stations on other networks, and from independent stations is established without question."

RCA 5-kw. transmitter is being installed at WKZO, Kalamazoo, Mich., preparatory to its 5,000-watt operation due to begin within four weeks.

THIS GROUP includes (front row, l. to r.): John J. Gillen, WOW; G. Richard Shafto, WIS; Dick Mason, WPTF; Harold Burke, WBAL. Second row: Bill Kostka, NBC press; Bill Ware and Lewis Brenner, KTHS.

SWAPPING TALES AT LUNCH: C. S. Samuelson, General Mills; Edwin Foreman, Foreman Co., Chicago; Edward W. Paro, Clifford F. Broeder Adv. Agency. St. Louis.

RCA FAMILY GROUP (l. to r.): Harry Kopf, NBC Chicago; Bob Meyers, NBC legal; Horton Heath, RCA; Ken Dyke, NBC; V. F. McClancy, NBC; Keith Kiggins, NBC.

HODGE-PODGE HUDDLE (l. to r.): Alan Miller, Clear Channel Broadcasting Service; Maj. Edney Ridge, WBIG, Greensboro; Glen Bannerman, president, Canadian Assn. of Broadcasters.

POSING (l. to r.): Leslie Smith, WMUR; Clarence Leich, WEOA-WGBF; Ed Yocum, KGHL; Herb Hollister, KANS.

NORTH AND SOUTH (front row, l. to r.): Bill Hennessey, Jr., Washington; Truman Green, WFLA; Henry Johnston, WSGN; John D. Ewing, KWKH-KTBS; Upper row: Col. Harry Wilder, WSYR-WTRY-WKNE; Keith Kiggins, NBC; John McCormick, KWKH-KTSB; Earle Reineke, WDAY.

FROM HERE AND THERE (l. to r.): Martin Leich, WBOW; Roger Clipp, WFIL; Maurice Coleman, WAGA; George B. Storer, WSPD - WWVA - WAGA - WMMN.

THIS GROUP comprises (l. to r.): George Jaspert, WTAG; Bob Dunville, WLW; James D. Shouse, WLW; John Boyle, WJAR; Ed Hill, WTAG; Clair McCullough, Mason-Dixon Group.

THE WEST and Southwest (l. to r.): Tilford Jones, KXYZ; George Johnson, KTSA; Gene O'Fallon, KFEL; Howard Frazier, WSNJ; Herby Denny and Don Allen, Standard Radio; Bill Moore, WBNX; Alex Sherwood, Standard Radio.

WATCHING arrivals (l. to r.): Gardner Cowles, Jr., KSO-KRNT, S. R. Rintoul, Katz Agency, New York; W. C. Bridges, manager, WEBC; C. B. Persons, chief engineer, WEBC; Luther Hill, KSO-KRNT.

CBS TRIO: Thomas D. Connolly, Bob Reichenbach (KMOX), George Dunham, Jr.

XUM

Ethridge Calls for Investigation of FCC

Asserts That 'Breach of Faith' and 'Vindictiveness' Create Need for Inquiry Sought by Senator White

Following is the full text of the address by Mark Ethridge:

WHAT I HAVE to say is the hardest thing I ever had to say, and the only justification for saying it is that it is the truth, as I see it.

I want to acknowledge in the beginning that for the first time in my life I agree with the *Chicago Tribune*. Mr. MacFarlane, its business manager, was kind enough recently to disavow an "unnamed individual, acting as self-constituted mentor and representative of the industry", whom I took to be myself—although I wish people would call my name when they are talking about me—as speaking for him. God forbid that I should ever be able to speak for the *Chicago Tribune!* Nor am I speaking for the radio industry today. I have resigned every connection I ever had with this association, even to the mission which the President asked me to undertake. I speak for myself, and myself alone, and I hope that if there be those with Gestapo minds who know and like Gestapo methods, they will not visit their punishment upon you because of bias against me, or in retribution for what I have to say here.

'Fast Boys Moving In'

I want to make one thing more clear. Because I feel as I do today does not mean that I have renounced the New Deal. The New Deal to which I subscribed before this Administration came into power, to which I shall subscribe after it is history, is a basic democracy that does not like undue concentrations of power in any hands, whether private or governmental. I have never been one of those to subscribe to the absurd notion that Mr. Roosevelt wanted to be a dictator. I have felt, and I do feel, that if we ever have any perversion of democracy in this country, it might be through a form of Praetorian guard, or French bureaucracy—that is, the fast boys moving in and seizing power to defeat the people in the exercise of their rights. I think that is perhaps an element in this situation, and as far as I am able, I intend to fight it to preserve the deep, basic purposes of the real New Deal.

I am not a radio man but I assumed certain obligations from time to time. One of them was the presidency of the NAB. During my term, as short as it was, I began to study radio, to try to get a philosophy about it, and to try to understand what it was all about. I found, to my dismay, that nobody, including the Government, had any philosophy about where radio was going or where it should go. I undertook, three years ago tomorrow night, to give something of the viewpoint of the broadcaster. One of the things I said was:

ETHRIDGE DELIVERS FIGHTING SPEECH

Groping for a Policy

"What is their attitude toward regulation? The great majority with whom I have talked are willing to accept the thesis that the air belongs to the people and that they are licensed to use a natural resource. The mere acceptance of that thesis implies their recognition that we not only *do* have, but that we *should* have regulation as an industry. They recognize, moreover, that the Commission and Congress are groping for a permanent policy. Most of the broadcasters with whom I have talked recognize the desirability of a permanent policy, providing it is shaped toward the end of taking the confusion and uncertainty out of the industry and out of its regulation. But they do want to come out of all these hearings and all this probing, a policy that is fair to them and fair to the public, and a method of regulation that is intelligent."

That is still, I may say, what the broadcasting industry wants as I know it and that is what I have been working for for these three years. I felt a particular obligation to try to do something about it for two reasons: One was that the President had said upon one occasion that he would want my suggestions when the time came to consider a new law; and the other was that I had been concerned a long time about the trend radio regulation was taking.

Radio Act an Antique

I came to feel strongly some time ago that the Federal Communications law belonged to the "horse and buggy days". The President himself said, in a letter of Jan. 24, 1939, to the chairmen of the Senate and House Interstate Commerce Committees:

> Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.
>
> New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administrating them.

Early on Ethridge

FIRST WHITE HOUSE reaction to Mark Ethridge's speech to the NAB convention in St. Louis May 14 was short and sweet. Asked at his regular daily press conference about Ethridge's statement that President Roosevelt had been "deceived" and "almost betrayed" by the FCC report on chain broadcasting, Secretary Stephen T. Early said:

"I don't know about the White House reaction. But my personal reaction is that Mr. Ethridge is a gentleman of great honesty and sincerity of purpose."

I have never abandoned that idea for a moment. I have subscribed to the President's line of thought. In fact, since Mr. Fly took office, I have felt all the more strongly about it. I have felt, along with the radio industry, I believe, that we have been the victims of an outworn law and of bad administration. I have felt that the Commission has gone beyond any powers conferred in the law and that it has been prejudiced and frequently punitive. I have felt, moreover, that the Commission has not reflected upon the whole either the attitude or the desires of the Administration. I felt, moreover, that the Commission was the victim of tremendous, and frequently improper, pressures, for which everybody was responsible.

A Psychopathic State

I took occasion to say to responsible people that both the Commission and the industry had reached an almost psychopathic state—the Commission because a majority of its members displayed something that was at least close to a psychosis against certain people and elements in the industry, and those of us in the industry because of the harassments and uncertainties. The Commission could not be expected, out of that atmosphere, nor has it ever been able, in my knowledge, to formulate a policy, or at least to express it, defining what place radio was to have in the social and economic structure of the country.

What I proposed was a study of an impartial mind, not my own, trusted by the President, to determine and report to him (1) What type of law would best serve public interest; (2) what changes in the law would make for clarification for the administrators, and stability, certainty and freedom from harassment for the industry, and (3) how to clarify a situation and bring an industry that has always been regulated, expects to be regulated and needs to be regulated, to a better understanding of its own future and to a better atmosphere. There were not enough brain cells in the individual broadcaster's brain for each to take on an individual worry.

Mr. Fly to His Serfs

I urged the study as desirable for several reasons. The Commission had made an attack on every front in radio—an attack of such breadth and vigor that there was on the part of almost every person I knew the feeling that something deep and underlying was going on. The independent stations, while not being shot at, certainly realized that whatever pattern emerged would apply to them. The networks were of course disturbed and their affiliates—about 500 serfs under Mr. Fly's conception, as expressed yesterday—were certainly not happy. These matters were up in the air: Frequency modulation, television, newspaper ownership, multiple ownership, network structures, network-station relationships, network managed and owned stations, exclusivity, clear channels and high power. There were not enough brain cells for each to take up an individual worry.

I felt that no sane operator of stations affected by questions pending before the Commission would

EARLY CONVENTION ARRIVALS (l to r), Pierre Weis and Ralph Wentworth, Langlois & Wentworth; Leonard Callahan, SESAC counsel; Loren Watson, International Radio Sales; Ellis Atteberry and C. E. Salzer, KCKN, Kansas City; Harben Daniel, WSAV, Savannah; E. J. Duncan, WDAK, West Point, Ga.; Cecil Mastin, WNBF, Binghamton; Tommy Tompkins, Carl Haverlin, BMI; F. Crowther, WMAZ, Macon.

make a move; in short, that the industry was stifled. I felt it was tragic that an industry which depends so much for its development upon creative imagination should have to devote so much of its mental faculty to worrying about where the next blow from the Commission was coming from. More than that, I had a much deeper reason for not wanting to see a fight precipitated between the Administration and the radio industry.

This Is Wartime

We are engaged in a war besides which the adjustment of the 19-year-old structure of radio is trivial. I am aware of the argument of Washington bureaucrats that they are always being told that "now is not the time to touch us." But it happened to be simple truth in this case.

Here is an industry that was born of regulation. The Government was its midwife; it has certified, in granting licenses, to the legal, moral and financial responsibility of everybody who runs radio stations. It has set up every situation that exists in the country. If there be monopolies, the Government made them, frequently by granting licenses to favorites. If there are restraints of trade in contracts, the Government has been aware of them for years. It is not a case in which the 800 licensees have been suddenly told, in a burst of piety by the Government, that they were in effect operating illegally. Told that after 19 years! Told that at a time when radio was doing perhaps the best job of any medium in bringing to the people the realization of what all of us face in international peril.

No Insoluble Problems

Simple truths are sometimes more unpleasant because they are simple. I said, and I repeat now, that it was no time drastically to alter the radio structure of this country in pursuance of will o' the wisp theories. The most important job for all of us is to beat Hitler and next to the military forces, there is no instrument more important in doing that than radio. I firmly believe the President was deceived as to the extent of radio's ills and almost betrayed in not being told the divisive possibilities of the sort of fight which was being invited. If that fight comes, he must blame the majority of the Commission which insisted upon it.

I did not want to see the fight. I felt it was tragic. When the President asked me to make a study and assured me that Mr. Fly would welcome it, I was glad to undertake it. (It turns out, of course, that Mr. Fly did not welcome it). But I did undertake it in good faith, not with the idea of saving anybody's skin, but of making honest and objective recommendations. I carried on conversations with a great number of people in the industry and invited memoranda from a number of them, including the attorney for Mutual, from whom I have received nothing so far. I soon discovered that there were no insoluble problems; indeed, no problems that could not be worked out to the advantage of both the industry and the Government if good faith were demonstrated on both sides.

Political Pull vs. Principles

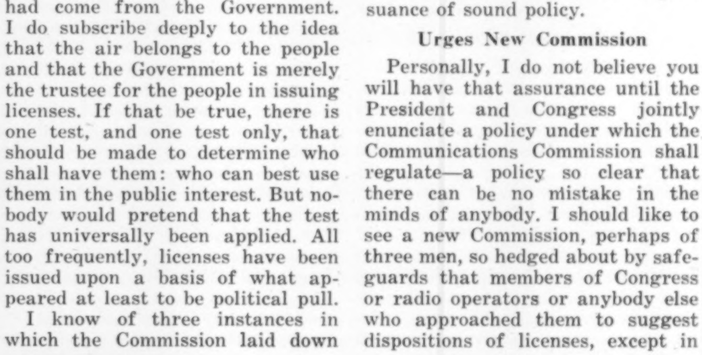
I felt that the first gesture of good faith should come from the Government, because, to my chagrin and dissillusionment, I discovered that so many gestures of bad faith had come from the Government. I do subscribe deeply to the idea that the air belongs to the people and that the Government is merely the trustee for the people in issuing licenses. If that be true, there is one test, and one test only, that should be made to determine who shall have them: who can best use them in the public interest. But nobody would pretend that the test has universally been applied. All too frequently, licenses have been issued upon a basis of what appeared at least to be political pull.

I know of three instances in which the Commission laid down principles, or had the determination of principles under consideration, and violated them by almost immediate action in favor of people who were not unfriendly to the Administration. I believe so strongly in democratic government that I am old-fashioned enough to insist that it should set higher standards than the people it regulates.

I have never defended the status quo in radio and I do not intend to do so. I am perfectly willing to admit there are situations that call for change; indeed, I have said so inside and outside the industry. Nobody could ever say in honesty that I have advocated a "hold-fast-to-what-you-have policy." But I must say in all honesty that I have found that the radio operator is willing to take his chances with the most stringent sort of government regulation if he is assured of two things: (1) That the regulation is honest and intelligent; (2) that he has assurance that what is done is not done to produce chaos, to further an eventual taking over by the Government, but is done in pursuance of sound policy.

Urges New Commission

Personally, I do not believe you will have that assurance until the President and Congress jointly enunciate a policy under which the Communications Commission shall regulate—a policy so clear that there can be no mistake in the minds of anybody. I should like to see a new Commission, perhaps of three men, so hedged about by safeguards that members of Congress or radio operators or anybody else who approached them to suggest dispositions of licenses, except in open hearings, would be put in jail. I should like to see full and fair hearings where substantial interests are involved, the right of review and the assurance that the vague standard of public interest is not to be used arbitrarily to express and enforce personal predilections. I should like to see the SEC, or the National Association of Broadcasters, given the right to intervene in connection with applications, so that known exploiters of radio licenses could be fought. I should like to see that section of the Act as to fairness of the air strengthened. I should like to see the industry itself assume a greater degree of self-regulation and make a more enlightened approach to public service programs.



DEFENSE BOOM summer business is subject of parley by (l to r): Blakey Locke, general manager, KFDM; Earl Cullum, Dallas consulting engineer; Darrold Kahn, secretary-treasurer, KFDM; Harrison Holliway, general manager, KFI-KECA; John Norton, NBC-Blue station relations.

I think it is true, as it has often been said in the hearing of radio operators, that public discussion is on a higher level in England than in this country. The level of public life, or the education of public men in England may be higher, but nevertheless I think radio in America on its own motion can be more creative and more imaginative than it is. That will come not by fiat but by voluntary action and the stimulus of a friendly Commission.

The Monopoly Report

I have not touched the Monopoly Report so far. I have been represented as having so many attitudes on that that it may come as a shock to some people to know that I had a very simple position. In everything I said, I never once urged that the Monopoly Report be suppressed. I urged that it be brought out in one letter "the sooner the better"—and I think I produced it sooner but not better—but that it not be issued with rules and regulations until the industry as a whole had been given an opportunity to study the rules and regulations against their practical operating experience. I saw nothing presumptuous or unfair about that; as a matter of fact, I thought not to do that was both unreasonable and unfair on the part of the Commission.

Before it was issued, the Monopoly Report had only one importance to me, in the light of what I was attempting to do. That was a psychological factor. I felt that if the time had really come when the Administration—and I mean the leaders in all branches of Government concerned—was ready to formulate a policy on radio, then it was pointless to effectuate regulations that made drastic changes in a structure under study. I felt that it would be not only fair, but merely common sense, to go on and make the indictment and let all of us see what should be done about it.

A Crack at Col. McCormick

I am not excited about whether the networks should have artists bureaus or not. I am not excited about whether Columbia should give up some of its option time; I am not excited about whether the Red and Blue should be separated. I have no feeling against Mutual, although I believe if Colonel McCormick translated that rugged individualism he manifests in the newspaper field into radio, and spent some of his vast capital for development of Mutual, he might come out better than he will by having the Government which he so much distrusts try to work matters out for him.

What I *am* excited about, however, is that the very way in which the report was issued raised a question of the good faith of an invitation to make the study. I know the President on his part issued the invitation in all good faith. But there has been a breach of faith, and I am perfectly certain that it can be pinned directly upon the Commission majority.

Rules Nets via Stations

I am excited, too, about the disingenuous method by which the Commission seeks to accomplish its purposes. By directing the orders against the stations, rather than against the networks, the Commission gave frank recognition to the doubt of its powers directly to carry out its purposes, and in making the recognition resorted to sharp administrative practices. A more honest way would have been to seek the power from Congress.

I am excited, too, because the Commission, under cover of an alleged fear that some group would gain control of mass communication in this country—although there is every safeguard in law, in Commission power and in American character against that—seeks to remake radically the system which it has set up itself—a system that, with all its faults, still has given the public the finest program service any people enjoys. I am excited about that because the Commission is transferring a latent power which has never been abused, but jealously safeguarded by the industry, to itself, where it may be abused.

Protective Custody Needed?

The text of the new regulations demonstrates how dangerous it is for an administrative body clothed with the power of law to substitute its judgment for the experience gained over many years of trial and error by those who have built up a system of public service which is acknowledged to be the best the world provides.

The Commission's order seems to take it for granted that the network affiliates are economic serfs whom it must take into protective custody to protect them from the so-called power of the networks. The fact is that every licensee who holds an affiliation contract with one of the networks has entered into it voluntarily, and prizes it in some degree as a valuable franchise, eagerly sought after.

Nobody can speak dogmatically about the effect of these regulations, but I believe it is more than probable that the Commission's regulations will induce a lowering rather than an elevation of program standards. I believe, moreover, that they may have the effect of gutting some small stations. It is perfectly true that the Commission has undertaken to provide against that, but the provision is in the form of a threat.

Then Take It Over

Regulation, to be successful, should be intelligent and deliberate. The new order, both from its text and from the tone of the utterances of its authors in public and in private, is founded on a basis of bad temper, impatience and vindictiveness. It is intended to be punitive, not constructive. It will impair the very service which it is charged with protecting.

I feel strongly that the regulations are so impractical in their working out that the Commission will engage in a constant process of tinkering, which may be fun for the Commission, but, I venture, hardly so amusing to the patient, or so beneficial to the public. To my mind the Commission has embarked upon a continuing process of adjustment that will lead us sooner or later to the easy solution of having the whole thing taken over. The chairman of the Commission has denied that is his intent and of course he speaks in all good faith, but people who set houses on fire frequently have no intent to do so.

Invitation to a Funeral

In fairness I must point out to ycu the chairman's statement of yesterday that he is willing to sit down with responsible representatives of the industry to discuss the implementation, the timing and the procedure in connection with the rules and regulations. I venture the personal comment that the offer is equivalent to asking you whether you want six or eight pall bearers and whether you want to be cremated or put under ground.

My sole purpose in accepting a commission to review the status and needs of American radio was to lay a basis for discussion in which both the industry and Government could participate and out of which a new orientation of radio law and practice could emerge. I had, I felt, made considerable progress toward securing from the industry suggestions for change which would not only cure situations complained of, but considerably advance the status of radio as an instrument of public thought and national service. But that work has been destroyed not only by the text and tone of the Commission's order but by the evident determination of the Commission, by precipitate action, to forestall the expression of views by any other agency.

Support White Resolution

However, the introduction of the White Resolution in the Senate yesterday provides a broader and more public forum in which can take place the very discussion and deliberation which the industry and, I believe, the public regard as essential. I therefore have decided to stand aside as an individual and to recommend to the radio industry and to the public which has a vital interest to be served, that the White Resolution be supported by every proper means. I urge that all groups, individuals and interests concerned with radio and its development recommend the passage of the White Resolution and thereafter participate in hearings.

Only in such an orderly manner can the pattern of radio for the future be defined.

Miller, Re-Elected Two Years, Receives NAB Board Support

Vote Is 24 to 1; Mutual Officials Protest Action In Monopoly Report and Copyright Situations

UPHOLDING the actions of Neville Miller in the copyright and monopoly controversies, which found Mutual pitted against other segments of the industry, the NAB board of directors at a pre-convention meeting in St. Louis March 12 unanimously extended Mr. Miller's term as NAB president for two years from July 1, 1942. His salary is $35,000, plus $5,000 allowances.

Action came after the board, by a vote of 24 to 1, with Fred Weber, MBS general manager, dissenting, had approved an exchange of correspondence between Mr. Miller and Alfred J. McCosker, MBS chairman of the board, in which the latter had protested Mr. Miller's statements and actions on copyright and monopoly. Mr. Weber did not participate in the vote on extension of Mr. Miller's term.

Long Discussion

There was much debate before the board adopted the resolution approving the correspondence exchange, with Mr. Weber taking the position that the NAB should not have become involved in issuing the public statement. The resolution stated that after mature consideration of the correspondence, it approved "all actions by the president to date with regard to the music situation and the monopoly report and all actions taken by the executive committee since the last board meeting." The latter referred to the executive committee's approval of a vigorous opposition to the monopoly report.

Mr. McCosker on May 8 addressed a four-page letter to Mr. Miller reciting that three events had transpired during the past week which led MBS to believe that he was not acting "in the interests of all elements of industry." He enumerated these as the May 1 telegram to MBS affiliates on the MBS-ASCAP copyright contract; his statement on the monopoly report, branding it a "usurpation of power," and his statement at the May 7 executive committee meeting of NAB condemning the monopoly report.

"Under the circumstances," Mr. McCosker concluded, "unless your conduct of the past week is explained to our satisfaction, or adequate written assurances given that matters which concern competitive conditions between ourselves and the older networks will not be made a matter for action at convention or board meetings, we do not feel that we can participate in the forthcoming convention."

In his reply May 10, Mr. Miller said he desired to assure the MBS executive that "I shall always attempt to represent the entire industry and not take sides in any private controversy, quarrel or competition between any groups within the industry." He added that when conditions develop which seriously affect the whole industry "I think it is my duty to see that all factual information is given to the industry so that each station may individually have complete information in its possession before making its decision."

Mr. Miller explained that upon important industry matters upon which the board has laid down a policy, he believed he should carry out that policy even though some might disagree.

Board Views

All of the matters raised, Mr. Miller said, had been fully discussed in previous board meetings and his actions were taken in accordance with the majority view of the board. He also stated there were a number of inaccuracies in the McCosker letter.

Copies of Mr. Miller's reply also were sent to WGN, Don Lee and WFBR, which had protested to Mr. Miller by telegram on May 9 against "your misrepresentation of the position of Mutual, its members and affiliates of your presuming to take a position with regard to matters which affect competitive conditions between Mutual and the private owned profit networks and of unwarrantedly intruding yourself into matters which concern Mutual and its affiliates only all as more fully set forth in letter sent to you by WOR dated May 8."

XUM

at NAB Convention Golf Tournam nt for BROADCASTING Trophy

AN EAR to the ground has Otto Brandt, NBC, as he is threatened by John Norton, NBC; Bob Thompson, WEBR; Frank Fitzsimonds, KFYR.

STEERING Committee of record-breaking tournament were Frank Eschen, KSD, and Bob Richardson, KWK.

LOLLING at the first tee are Hale Bondurant, WHO; Charley Caley, WMBD; Charley Phillips, WFBR; Ed Fellers, Presba, Fellers & Presba.

TRAPPED for fun are Bill Dolph, WOL; Bill O'Neil, WJW; Peirce Romaine, Paul Raymer & Co., New York; Edwin Kalbfleisch, Jr., KWK.

POSING PRETTILY are George Smith, WWVA; Pete Kettler, WHIZ; George B. Storer, WSPD-WWVA-WMMN-WAGA; Bill Hedges, NBC.

PUTTING AWAY are Frank Mullen, NBC; Niles Trammell, NBC; John Kennedy, West Virginia Network; Ed Craig, WSM.

MADE IN CANADA is the ball held by Glenn Bannerman, president, Canadian Assn. of Broadcasters (center); larger American-made pill held by John Tinnea, KWK, with Milton Garber, KCRC, at left.

NEGOTIATING: Walter Preston, CBS Chicago; Clark Luther, KFH; Bill Cartwright and Jim Thompson, Edw. Petry & Co.

BOB-SLED technique is demonstrated by John Patt, WGAR; Lou Nelson, Wade Adv. Agency; Owen Uridge, WJR; Hugh Feltis, KOMO-KJR.

COPPING the cup are C. E. Joscelyn, WBT; Clyde Coombs, KARM; Kingsley Horton, WEEI; The Law; Jack Van Volkenburg, WBBM.

SHOULDERING arms on the links are Harry Betteridge, WWJ; George Bolling, John Blair & Co.; Johnny Gillin, WOW; C. D. Brewer, WWJ.

HENRY PICARD'S grip gets a try by John Blair, & Co.; Neal Barrett, KOMA; Phil Meyer, KFYR; William Ruess, WOW.

Raymer, Romaine Split Golf Tourney

Duplicate Trophies Awarded; 124 Entered in Tournament

TOPPING a record-breaking field of 124 contestants, Paul H. Raymer, president of Paul H. Raymer & Co., and Pierce Romaine, of the New York office of the same station representative company, last Monday tied to win the BROADCASTING trophy at the annual blind bogey golf tournament which opened the NAB convention in St. Louis.

Both winners were awarded duplicate trophies at the Thursday night banquet. Carding gross scores of 93 and 90, respectively, they ended with a net of 60 strokes.

Winner of low gross honors of the day, and a trophy presented by St. Louis stations, was Gene Pulliam Jr., of WIRE, Indianapolis. Mr. Pulliam carded a 75 on the difficult par 73 Sunset Country Club course, which will be the scene of the Trans-Mississippi tournament in a few weeks. Mrs. R. T. Convey, wife of the president of KWK, St. Louis, won the third trophy of the day in the women's tournament.

Finding the Scores

Winning net scores were determined by subtracting the blind bogey six-hole handicaps from gross scores, with a 35-stroke maximum handicap. The tournament was directed by Les Scanlon, Sunset pro.

In winning the 1941 competition, Mr. Raymer and Mr. Romaine became the third set of co-winners of the BROADCASTING trophy in its 10-year history. Gene Pulliam Jr., winner of the low net award in the 1941 tourney, tied with Harry C. Butcher, CBS Washington vice-president, for the trophy in 1937, as did V. E. (Mike) Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, in 1939. Other winners of the trophy include Sherwood Brunton, KJBS, San Francisco, 1940; Ross Wallace, WHO, Des Moines, 1936; Carl Haymond, KMO, Tacoma, 1935; Lewis Allen Weiss, Don Lee, 1934; Jerry King, Standard Radio, 1933; Dr. Leon Levy, WCAU, Philadelphia, 1932.

Addition of 25 Stations Brings NAB Total to 555

WITH board of directors approving 25 additional stations, active membership of the NAB on May 15 was announced as 555, highest in its history. One FM station was admitted to active membership, with five radio affiliated firms coming in as associate members.

New active station members are
WAGE WATN WDAK WDOD
WFEA WFOY WFTL WGY
WISH WJDX WLOF WMBS
WMUR WRDO WWNY KDTH
KMLB WSAV WNBF WCBT
WINC WJMA KTRI WHIP
W41MM. Associate members include Audio Devices Inc., Lehigh Structural Steel Co., Presto Recording Corp., RCA Mfg. Co.

GOLF TOURNAMENT SCORES

	Gross	*Handicap*	*Net*
Paul H. Raymer, Paul H. Raymer Co.	93	33	60
Peirce Romaine, Paul H. Raymer Co.	90	30	60
Dick O'Brien, KSD	81	18	63
I. R. Lounsberry, WGR-WKBW	93	30	63
B. F. McClancy, NBC	97	33	64
Walter Tenney, Paul H. Raymer Co.	97	33	64
A. D. Willard, WJSV	82	18	64
Don Thornburgh, CBS	89	24	65
Hale Bondurant, WHO	98	33	65
L. W. Milbourne, WCAO	93	27	66
Jack Field, WPTF	90	24	66
C. A. McLaughlin, WIBC	99	33	66
Leonard Kapner, WCAE	94	27	67
Ralph Elvin, WLOK	91	24	67
Harry Hoessly, WHKC	88	21	67
Bill Schroder, WCAE	100	33	67
W. S. Adams, Fonda Corp.	91	24	67
P. J. Meyer, KFYR	97	30	67
Len Nasman, WFMJ	102	35	67
J. L. Harvey	97	30	67
Ed Wood, MBS	92	24	68
Paul Porter, CBS	89	21	68
Herb Hollister, KANS	104	35	69
Bob Richardson Jr., KWK	78	9	69
J. C. Liner, KMLB	104	35	69
Jim Thompson, Edw. Petry & Co.	81	12	69
Sherman Gregory, NBC	102	33	69
Edwin M. Craig, WSM	93	24	69
Russell Woodward, Free & Peters	87	18	69
Gene Pulliam Jr., WIRE	75	6	69
R. J. Laubengayer, KSAL	94	24	70
Neal Weed, Weed & Co.	91	21	70
Wm. Reilly, Weed & Co.	105	35	70
Lee B. Wailes, Westinghouse	103	33	70
Guy Yeldell, KSD	86	15	71
George Smith, WWVA	106	33	71
Neal Barrett, KOMA	77	6	71
Earl Gammons, WCCO	89	18	71
R. T. Convey, KWK	83	12	71
C. S. French, WTMV	106	35	71
John Kennedy, WCHS	95	24	71
Hugh Feltis, KOMO	98	27	71
Walter Brown, WSPA-WORD	98	27	71
G. D. Crane, *Advertising Age*	106	35	71
J. B. Conley, WOWO	89	18	71
Ed Fellers, Chicago	104	33	71
L. H. Whitten	84	12	72
George B. Storer, WAGA	78	6	72
Charles Wright, WFOR	107	35	72
William O'Neil, WJW	107	35	72
John Patt, WGAR	93	21	72
John Tinnea, KWK	107	35	72
Glen Bannerman, CAB	107	35	72
Henry I. Christal, Edw. Petry & Co.	97	24	73
Ed Voynow, Edw. Petry & Co.	82	9	73
William Hedges, NBC	103	30	73
Harry Bettridge, WWJ	108	35	73
Wm. Cartwright, Edw. Petry & Co.	108	35	73
Hulbert Taft Jr., WKRC	97	24	73
Charles Caley, WMBD	88	15	73
C. F. Phillips, WFBL	94	21	73
Carl E. Haymond, KMO	79	6	73
M. B. Garber, KCNC	108	35	73
Ben Ludy, WIBW	107	33	74
C. Robert Thompson, WEBR	98	24	74
C. Burkland, WCCO	89	15	74
Gregory Gentling, KROC	98	24	74
Wm. Quarton, WMT	96	21	75
Harrison Holliway, KFI-KECA	96	21	75
Harry Trenner, WNBF	99	24	75
George Bolling, John Blair & Co.	87	12	75
John Blair, John Blair Co.	81	6	75
Owen Uridge, WJR	105	30	75
William Wyse, KWBG	97	21	76
L. C. Johnson, WHBF	91	15	76
C. D. Brewer, WWJ	94	18	76
Paul A. Loyet, WHO	88	12	76
R. L. Coe, KSD	112	35	77
Merrill Lindsay, WSOY	80	3	77
William B. Dolph, WOL	112	35	77
V. E. Carmichael, KWK	89	12	77
Robert Tincher	105	27	78
Les Pefferle, WCRS	99	21	78
R. W. Carpenter	108	30	78
Don Elias, WWNC	96	18	78
Jack Van Volkenberg, CBS	113	35	78
King Horton, CBS	110	35	78
John Bacon, WGR-WKBW	99	21	78
Chet Thomas, KFRU	113	35	78
H. G. Wall, WIBC	90	12	78
Burt Honea, WBAP	79	0	79
Carl Everson, WHKC	88	9	79
Burt Sears, Sears & Ayer	91	12	79
Wm. Ware, KTHS	88	9	79
Lou Nelson, Wade Adv. Agency	114	35	79
W. E. Jackson, Westinghouse	112	33	79
John J. Gillin Jr., WOW	92	12	80
C. Culmer, SESAC	107	27	80
Otto Brandt, NBC	115	35	80
Frank Fitzsimonds, KFYR	110	30	80
Clyde Coombs, CBS	98	18	80
Fred Brokaw, Paul H. Raymer Co.	115	35	80
A. H. Jackson	99	18	81
Pete Kettler, WHIZ	96	15	81
Wm. Ruess, WOW	116	35	81
Brick Poyner, WMBH	84	3	81
J. C. Safford, *Advertising Age*	117	35	82
Walter Preston, CBS	95	12	83
John Crandall, Arthur Kudner Inc.	118	35	83
J. B. Rock, KDKA	90	6	84
A. E. Joscelyn, CBS	100	15	85
G. Richard Shafto, WIS	121	35	86
C. R. Yarger, KSD	117	27	90
J. J. Flanigan, WIBC	127	35	92
John H. Norton, NBC	129	35	94
Clark A. Luther, KFH	134	35	101
Bill Swartley, WBZ-WBZA	149	35	114
Frank Webb, WOWO	170	35	135

And the Ladies

Mrs. R. T. Convey, KWK	108	33	75
Mrs. R. M. Sampson, KWK	138	39	109
Mrs. V. E. Carmichael, KWK	121	35	86
Mrs. Robert Tincher, WNAX	142	37	105

REPS REIGNED in the competition for the 1941 BROADCASTING trophy, with Paul Raymer (right) and Peirce Romaine, of the New York office of Paul Raymer & Co., tying for low net score to win duplicate cups in the blind bogey competition. Their scores: 93-33-60 for Raymer, 90-30-60 for Romaine.

Defense Broadcasting

PROBLEMS of coordinating defense broadcasting were discussed last Wednesday and Thursday at breakfast sessions of the convention presided over by Edward M. Kirby, NAB public relations director. Plans were discussed for setting up a program priorities committee, working through the Government rather than the industry, to sift requests for time in an effort to coordinate programs and alleviate problems arising from heavy requests for broadcast time from Government defense agencies. The group, composed of some 40 broadcasters, also discussed ways and means of standardizing and coordinating the production of transcribed speeches by Congressmen and other Government officials.

BMI tunes and their creators will be featured in a series of broadcasts to be sponsored by the Canadian Government on the CBC network beginning in the fall. Series will tell the stories behind the song hits.

TREED, like a possum, was (upper photo) W. S. Adams Jr., Fonda Corp., by L. W. Milbourne, WCAO; J. C. Langer Sr., KMLD; C. Culmer, SESAC. Below, playing Tarzan, is Bill Ware, KTHS, with Les Johnson, WHBF; Chuck Wright, WFOR; Leonard Nasman, WFMJ.

Foreigners Honored

HONORING Canadian and Brazilian broadcasters attending the convention, NAB board of directors, with Neville Miller, president, presiding, on May 12 was host at an informal dinner prior to its executive meeting. Visiting executives included Glen Bannerman, president, Canadian Broadcasters Assn.; E. A. Weir, commercial manager; J. R. Radford, director of station relations, and Arthur duPont, manager, French Broadcasting System, respectively of Canadian Broadcasting Corp.; Dr. Julio Barata, chairman, Department of Press and News, Government of Brazil. Other CBA executives at the dinner were Harry and Joe Sedgwick, Harold Carson, Guy Herbert.

APPLYING for a local in Fargo, N. D., to share time with KVOX, Moorhead, Minn., on 1340 kc. employing 250 watts is William C. Hess, railroad telegrapher of Woburn, N. D. He asks for operation between midnight and 7 a.m.

DEFENSE PANEL turns from discussion of war censorship when Chairman Fly [see opposite page] lashes out against "concentrated control" of broadcasting. On the rostrum (l to r) are: Harold V. Hough, WBAP-KGKO, Fort Worth; Merle S. Jones, KMOX, St. Louis, chairman of convention committee; John J. Gillin Jr., WOW, Omaha; Chairman Fly; Neville Miller, NAB president, presiding; Lowell Mellett, administrative assistant to President Roosevelt and director of the Office of Government Reports; Maj. Gen. Robert C. Richardson, chief of the Bureau of Public Relations, War Department; Comdr. H. R. Thurber, public relations officer of the Navy.

Defense Officials Praise Radio's Function

Censorship Plans Cover Military Information

FULL COOPERATION of the broadcasting industry in the defense effort drew praise from Government officials and military leaders last Tuesday at the NAB convention in St. Louis. And once again it was emphasized that no censorship of radio or press, apart from what may arise as a military control of strategic information during war emergency, is planned by the Government.

Official Praise

Speaking for various branches of the Government, the forum presented Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations of the War Department; Comdr. H. R. Thurber, Navy Department Public Relations Officer; Lowell Mellett, director of the Office of Government Reports; FCC Chairman James Lawrence Fly. At a luncheon session that followed the important position of radio in the national defense picture was discussed by Vice-President Henry A. Wallace in a radio address originating from the Vice-President's chambers in the Capitol at Washington.

From the remarks of the official spokesmen it was indicated that broadcasting is slated to play an increasingly important part in defense. Tribute was paid to the industry for cooperation with the War and Navy Departments.

Gen. Richardson pointed out, hand in hand with its rapid advance and despite its success in preventing abuses, the broadcasting industry has a "tremendous" responsibility. He cautioned against lazy thinking on the part of the civilian population, laying the country open to the effects of propaganda and similar influences. Development of such an attitude among listeners would be "the greatest disaster that could come to this country", he declared, adding that competition among broadcasters for the listeners' ears would forestall such a situation.

Radio's Brilliant Record

"The Army is not unmindful that the brilliant and useful record which radio has made in this country has been based upon a typical American concept of competitive enterprise which has furthered the social and economic advance of our country," Gen. Richardson declared.

"Your industry has demonstrated a will and a capacity to serve the public interest, fairly and squarely. Through the evolvement of your own system of self-regulation you have demonstrated a capacity to eliminate social and commercial abuses within the ranks. So long as you continue to operate, I believe you yourselves will justify the continuance of the American System of Broadcasting by your day-to-day service to the nation."

Declaring he did not think it would be necessary for the Army to take over broadcasting in order to use it, Gen. Richardson explained that the Army Signal Corps is concerned exclusively with the military use of radio frequencies for essential systems of Army communications, and that apparently sufficient frequencies are available for such functions.

However, although the Army has no authority to censor news material as such, except by order of the Commander-in-Chief, there is a need for certain controls over the publication or transmission of information which should not be in unfriendly hands, he pointed out. Radio is one of the best ways of keeping people at home in touch with the boys in camp, he said, and is doing a "great service".

Gen. Richardson lauded as "a bulwark of strength" to the Army's bureau of public relations the work of Edward M. Kirby, NAB public relations director, who as a $1-a-year man is acting as civilian adviscr to the radio section of the bureau.

Also praising radio for its cooperation, Comdr. Thurber outlined the news precautions covered in the latest "avoidance list" issued by the Navy Department. Applying to all publicity media, the list is designed for use by these media in exercising voluntary control to guard against revealing details of military value to potential enemies. The revised list outlined by Comdr. Thurber puts a "do not broadcast" ban on:

(1) Presence, and actual or intended movements of U. S. Navy vessels or aircraft;

(2) Actual or intended movements of units of Naval (and Marine Corps) personnel;

(3) Secret technical Navy weapons, or their development;

(4) Details of the armament, armor, speed, cruising radius of new ships or aircraft;

(5) Details of itemized assembly capacities, skilled machinery practices, and number of personnel employed in shipyards, aircraft factories, and industrial plants having Navy contracts;

(6) Information of the military strength or defenses of our naval bases—continental and outlying;

(7) Aerial photographs of Navy ships and shore establishments;

(8) Presence or movements of British warships and merchant ships in U. S. waters.

"That list is a vital one from a military standpoint," Comdr. Thurber declared. "Recognizing that there are many important factors contained in the list, the Navy Department announces regularly as much as can be released on those subjects so that the people of this country may know that the Navy is on watch and under full power. But unless details are announced or authorized by the Department or responsible naval commanders, it is far better, from a military point of view, that publicity be avoided on the subjects which have just been itemized.

In Case of Doubt

"Although casual reporting of those subjects may be unintentionally harmful, unauthorized release of information may reveal to the enemies' observer and espionage services a missing link they are trying to discover in the chain of valuable military information. In case of doubt it is recommended you refer your questions to the Navy Department or to the Naval Districts.

"Incidentally, and to answer such queries, the Department early in the year began operating the press radio news section of its Public Relations Office on a 16-hour basis, and last week went to a 24-hour watch. Enlargement of the Navy's public relations facilities has been carried on in the Naval Districts, so that you also may look to headquarters of these Districts for assistance.

"If this country should actually enter the present conflict, you undoubtedly will be asked by the Navy to avoid publicity on two or three additional subjects. For instance, during World War I there were 20 items on the original request list issued by the Committee on Public Information. These in-

(*Continued on page 58*)

HEMISPHERIC SOLIDARITY is promoted by presence at the convention of Dr. Julio Barata, representing the Government of Brazil's radio services (right). He chatted with Paul White, CBS news chief whom he first met while the latter was in South America on a goodwill trip last winter with CBS President Paley. At the Tuesday luncheon Dr. Barata made a speech.

Fly States Credo of Broadcast Control

"GRASS ROOTS" Public Relations Committee of the NAB holds its pre-convention meeting May 10 on suggested $500,000 promotional fund for broadcasting industry. Left to right: Frank E. Mullen, NBC executive v.-p.; C. T. Hagman, WTCN; Edward Klauber, CBS executive v.-p.; Neville Miller, NAB president; Edney Ridge, WBIG; A. H. Kirchhofer, WBEN; Gardner Cowles Jr., KSO-KRNT-WMT.

Monopoly Proves Highlight of Address

Following are the salient excerpts from the May 13 address of the chairman of the FCC before the NAB convention in St. Louis:

NATIONAL DEFENSE in its narrowest aspect means purely the defense of our country against actual invasion. In its broadcast aspect it includes everything which contributes towards our national existence and preservation of our American way of life. I want to talk briefly about the role of radio broadcasting in national defense construed both narrowly and broadly.

The problems of communications in the event of actual military peril are, as you know, being studied by the Defense Communications Board. Its chief focus is on communications, though it is incidentally concerned also with some technical and physical aspects of broadcasting. The board is purely and simply a planning body. Its plans are designed to abolish the danger which lurks in "unforeseen contingencies" by applying foresight.

In Case of Invasion

An example will show what I mean. In the event of an actual threat of invasion, some American broadcasting stations become a potential beacon for enemy aircraft equipped with suitable direction-finding apparatus. Simultaneously the stations may be needed to perform a basic role in giving air raid alarms. How to reconcile the dangers of broadcasting in an area of military operations with the need for broadcasting service in such an area is a problem which requires our best technical skill and ingenuity.

If such plans lie idle forever—and I trust the occasion for their use will never arise—no harm is done. But if the occasion should arise, the plans will be ready—the plans which in effect are made by the industry itself.

I would turn now to the broader aspects of broadcasting itself in national defense. I assume that this is the appropriate place to reiterate what I said at your San Francisco convention and, indeed, in many expressions and statements since that time. It seems strange that there should be any necessity to repeat this thought, and I do it only in view of certain dire forebodings which have come recently from monopolistically controlled sources in the industry. These men, to divert attention from the fact of monopolistic control in their hands, conjure up insistently the bogey man of Government operation.

I think I can categorically state again that there is no present foreseeable emergency which would result in the Government's taking over the broadcasting industry. The FCC has no desire and no plans to take over the nation's broadcasting system. Neither has the Defense Communications Board. Neither, so far as I know, has any other Government agency. Wherever this baseless charge may be repeated, I trust you gentlemen will meet it head-on, and that you will carefully examine the sources—and the purposes to be served.

I am grimly determined that you individual station operators shall forever continue their important functions—that they shall continue to live and to prosper. They too are an essential part of the American system of broadcasting.

Defense Problems

We of the FCC are fully determined that control over broadcasting shall not gravitate into Governmental hands, even in the most critical foreseeable emergency. But we are equally determined that such control shall at no time gravitate into the hands of two or three private groups. That, it seems to me, is one mainspring of the Commission's Report on Chain Broadcasting handed down less than two weeks ago.

In a very real sense, you who own and operate our radio stations have been engaged in the national defense since the first radio program went out from the transmitter of the first broadcasting station. Your news programs contribute to the national defense directly and immediately by giving each citizen an honest picture of the state of the nation and of the world. Your forum and discussion programs, insofar as they are well-rounded, similarly contribute by giving listeners access to the pros and cons of current issues, thus enabling them to decide wisely those issues which in a democracy they and their fellows must decide for themselves. Even the lightest variety program, if it is well and sensitively produced, contributes by making us a stable and emotionally well-balanced nation.

'If Control Concentrated'

For here is the greatest means of mass communications of the nation—to quote Mr. Miller, "the means of shaping the entire mental attitude of a nation's people."

So if control over our whole broadcasting system, or over the most important units in it, is to be concentrated in the hands of a couple of private management groups, the situation is of real concern. In that event an error of judgment or in policy can have a most disastrous result for the nation as a whole. Suppose, for example, that groups exercising a tremendous degree of control over 97% of the nation's total nighttime broadcasting power should decide that the public interest required the suppression of statements by the Republican Party, or the Democratic Party, or any other party. Here more is at stake than misuse of broadcasting facilities. The very survival of our free democratic institutions—which is what national defense in its broadest aspect means—is at stake.

PRIMPING as they total their scores for the 18-hole convention ladies' tournament, won by Mrs. Robert Convey, KWK, are (l to r): Mrs. R. M. Sampson, KWK; Mrs. V. E. Carmichael, KWK; Mrs. Robert Tincher, WNAX; Mrs. Convey, whose winning score was 108-33-75.

I could hardly render a greater service to the broadcasters of America than to commend for their consideration the language of the National Association of Broadcaster's President, Mr. Neville Miller, in his statement of yesterday. Mr. Miller applauded the statement by the President of the United States that we should keep radio free, and urged that we be guided by that thought "to the end that freedom of radio might continue to exist unimpaired and that Democracy in America as we know it may be preserved." Mr. Miller continued, "I believe that there are those in radio who have experience and the ability and the patriotism to guide this industry, and that radio as a privately operated competitive business will render a greater service than under Government control." These are the same thoughts which I have expressed to you today and which I have repeatedly emphasized to the industry and in public statements throughout my term in office.

President's View

Perhaps we might render a more complete and well-rounded service, however, by noting a few lines in the President's letter immediately following the quotation stressed by Mr. Miller. There our great President frankly recognized the following problem: "How to keep radio free as part of our purpose to keep all channels of public information free. This includes, naturally, how to prevent monopoly of radio operation or ownership."

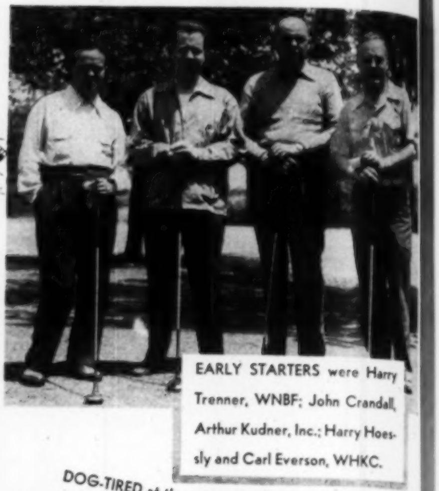
One way of preventing such a catastrophe is to lodge in the FCC or some other Government agency day-to-day supervision over the fairness and impartiality of stations and networks. The Commission unanimously rejects such proposals. We are as opposed to concentration of power in the hands of Government as we are opposed to concentration in the hands of a few networks.

We believe that the way to avoid abuse of the power is to decentralize it—to return it, in short, to you gentlemen—the individual licensees. That is where under the law the power and the duty lie. Let me

(Continued on page 51)

GOLF TRAFFIC discussed by B. F. McClancy, NBC; Guy Yeldell, KSD; Ralph Elvin, WLOK; Dick O'Brien, KSD.

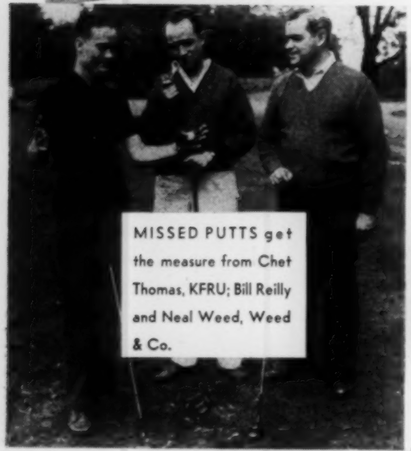
NEW STICKS are given once over by Bob Coe, KSD; Sherman Gregory, NBC; Merrill Lindsay, WSOY; Pete Yarger, KSD.



EARLY STARTERS were Harry Trenner, WNBF; John Crandall, Arthur Kudner, Inc.; Harry Hoessly and Carl Everson, WHKC.

CROUCHED for action are C. A. McLaughlin, WIBC; J. J. Flanagan, WIBC; Bill Quarton, WMT; Bob Tincher, WNAX; H. C. Wall, WIBC.

DOG-TIRED at the 18th are Paul Porter, CBS; Gene Pulliam, Jr., WIRE (low gross winner); Walter Brown, WSPA-WORD; Jess Willard, WJSV.



MISSED PUTTS get the measure from Chet Thomas, KFRU; Bill Reilly and Neal Weed, Weed & Co.

IN THE DOGHOUSE are Ike Lounsberry, WGR-WKBW; Mike Carmichael, KWK (1939 co-winner of trophy); Fred Brokaw, Walter Tenney, Paul Raymer & Co., Chicago.

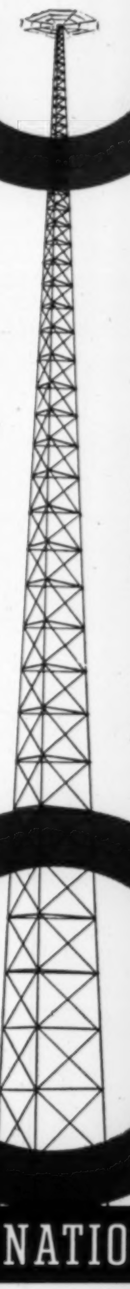
SWING SYMPHONY executed by Bob Carpenter, KMOX; George Scovern, KSD; John Harvey, KMOX; Carl Burkland, WCCO.

LUNCHING after nine holes are Harrison Holliway, KFI-KECA; R. J. Laubengayer, KSAL; Ben Ludy, WIBW; Herb Hollister, KANS.

TAKEN FOR A RIDE were John Bacon, WGR-WKBW; Dick Shafto, WIS; Russel Woodward, Free & Peters, New York; Jack Field, WPTF.

AT 19TH HOLE: Paul Raymer; Ted Streibert, WOR-MBS; Ed Wood, MBS sales manager; Hulbert Taft, Jr., WKRC; Bob Convey, KWK.

ALE POWER



When KOA applies its sales power in the Denver market things like this happen...

A 5-day-a-week advertiser climbed from 18th place to 2nd place in a very competitive field in four years...25,000 women went into grocery stores to get club membership cards...An advertiser who had a supply of 72,000 premiums had to order 240,000 more.

For results KOA is first in Denver, just as it is first in everything else. It can do great things to *your* sales curve. We'd like to prove it. Just ask us.

KOA

50,000 WATTS

NBC RED NETWORK

First in Denver!

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Practical Effects of Proposed Rules

Affiliates and Nets Face Operating Difficulties

PRACTICAL operating difficulties which would arise as a result of the FCC's new regulations began to become apparent as station owners and network officials meeting at the NAB Convention in St. Louis May 12-15 were able to compare notes.

Save for the position taken by Mutual in support of the report, few broadcasters were prepared to comment on any benefits that might accrue, but on the contrary took a position in opposition to any further Governmental regulation whatever its nature.

The most pronounced expression against the regulations came from the meeting of Independent Radio Network Affiliates May 13, at which more than a score of prominent broadcasters strongly urged prompt steps to prevent their operation.

Limit on Contracts

Both network officials and station operators asked for comment acknowledged the difficulty of visualizing methods of operation under the new rules or in determining the nature of the affiliation contract which the Commission would permit for a period of one year. Inasmuch as networks cannot contract for optional time or the exclusive use of a station, nor can the station contract for exclusive network service, it appears that all that could be embraced within a contract is that when, as and if stations carry network programs they will be paid for programs—but, on the other hand, when the station carries sustaining programs it would pay the network.

It is likewise presumed that each of the networks under the new orders would seek to maintain its present network structure by entering into affiliation agreements with their present affiliates. It was pointed out, however, that some of the present affiliates of one network might seek and secure outstanding programs of another network to have affiliation agreements or understandings with as many as four or five stations in some cities in order that they might at all times be assured of network outlets in each market.

A Switchboard Operation

Each network company, it is presumed, will maintain a line from originating points such as New York, Chicago and Hollywood to the principal cities in the United States, and each of the stations would have to contract for its own local loops so that the telephone company could switch programs in and out of the various stations. The switching charges of each of the networks would be increased many times over.

Cited as a concrete illustration of the impossibility of the synchronized operation of all networks and resultant inefficient operation can be seen in the fact that NBC's instructions to AT&T are to switch on NBC chimes whereas CBS instructions are to switch on a standard cue, "This is the Columbia Broadcasting System."

WESTINGHOUSE Radio Stations Group (l to r, first row): George S. Law, counsel; Lee B. Wailes, general manager; Bill Jackson, sales manager; J. B. Conley, WOWO-WGL, Fort Wayne. Second row: George Harder, advertising and sales promotion manager; James B. Rock, KDKA, Pittsburgh; Leslie Joy, KYW, Philadelphia; Bill Swartley, WBZ-WBZA, Boston-Springfield; Frank Webb, sales manager, WOWO-WGL.

If a station is scheduled to carry a Red program to be followed immediately by a CBS program, and the Red programs ends ten seconds early but the CBS program opposite runs over so that the following show from CBS is late in getting started, the station that changes over from Red to CBS would have dead air for perhaps as long as a minute or more with no way of knowing whether the dead air would last for one second or 60 seconds.

If the station which had been carrying the CBS show that ran over 35 seconds, for example, was scheduled to take the Red program and the Red program started on time, this station would miss the opening portion of the program for whatever period of time the program on the opposite network had run over. When this situation is multiplied by the number of switches that would be necessary on programs during the course of one evening, some idea may be gained of the confusion that will occur and the annoyance that will result to the listener.

As a by-product of the situation, stations might find it impossible to schedule chain-break announcements which today constitute an important source or revenue to network affiliates, in some cases amounting to 40 or 50% of their gross revenue.

To the Strong

Another illustration cited by an NBC official as showing the effect that these regulations would have upon stations is as follows: Station A, which normally carries Red network programs having a quarter-hour local program, may refuse the NBC Red network show of an hour duration and dramatic type which therefore must be taken in its entirety or not at all. The competing station takes over the hour show, with the result that, the station which refused the show is blocked from service for three-quarters of an hour.

It was the general consensus that the stronger stations in each community would eventually obtain all of the bigger and better network programs, resulting in little if any time being available for public service programs. The smaller stations, having lost their popular programs, would stand to lose audience and as a consequence lose revenue resulting in financial peril to each of them.

Rule 3.103 limits the term of the contract to a period of one year but prohibits the station and the network to enter into the contract prior to 60 days before the commencement of such one-year period. This would mean, it was said, that as each day of the affiliation contract passes the network would have one less day to sell until a renewal is secured within 60 days of the expiration of the contract.

This lack of stability on the part of network organizations, it is felt, will certainly place an impediment upon the sale of broadcast time and, when coupled with the elimination of network optional time as required under Regulation 3.104, broadcasting as a national advertising medium would revert back to the days when it was necessary to secure individual availabilities.

Many contracts were lost in the days prior to the use of optional time because one or more important stations serving the larger markets were unavailable for network programs, with the result that desirable programs were lost to the other affiliated stations which were able to clear time and were eager to have the programs.

One NBC Network

With contracts expiring at different times of the year, a network would not be able to guarantee to an advertiser a complete lineup of stations for the complete length of his contract. As far as the affiliate is concerned, since the rule works both ways, no assurance could be given that he would be able to carry the program for the duration of the series. Stations, therefore, obviously would be reluctant to promote programs which might subsequently be shifted to their competitors.

Rules 3.106 and 3.107, which

Meeting of the Clear Channel Group in St. Louis

CONVENTION HUDDLES caught by our cameraman. Upper photo (l to r): Ed Craig, WSM; Harold Hough, WBAP-KGKO; Capt. Enoch Brown, WMC; G. E. Zimmerman, KARK; Henry Slavick, WMC. Lower photo: Bill Malo, WDRC; Leonard Reinsch, WSB-WHIO-WIOD; Bill Fay and E. A. Hanover, WHAM; Jack Hopkins, WJAX.

would have the effect of compelling NBC to operate one network, would have their most serious effect upon affiliates which have been able to round out satisfactory program schedules by being able to draw upon either network. These stations, which are listed as optional Red and Blue, would be blocked from service for long periods of time—a condition which prevails in similar regions where stations are affiliated with CBS or MBS when the more important outlets are being used on those networks by commercial sponsors.

If the rules go into effect, it was said, many stations are wondering how they are going to identify themselves as network affiliates.

If the larger stations secure full schedules of more popular programs, many stations will find their expenses mounting in producing sustaining programs or in purchasing them from network organizations. This inevitably would widen the margin between profits made by higher powered stations and those with less important facilities.

Stations would probably be likewise compelled to expand their traffic and bookkeeping and auditing departments.

Stations would be faced with the necessity of making arrangements with network organizations to provide coverage for such events as national political conventions, speeches of current interest at public meetings, Presidential inaugurations and intercollegiate games of various character which do not lend themselves to sponsorship, and for other special events involving the use of special facilities and origination expense.

There would arise the need for devising a formula by which the network companies could be paid for this type of service.

There was even speculation as to how networks could prepare coverage maps because the coverage of any one market may vary in radical extremes dependent upon the class of station secured for any network program. Would rate cards become a thing of the past? Fears were expressed that chiseling and rate-cutting might become the order of the day, with some of the stations openly bidding for the more popular programs by offering to make their stations available for somewhat less than card rates.

Lines Problem

Stations in remote areas are wondering how any network organization would be able to afford to maintain network lines into their stations when they are no longer able to give networks exclusivity. When this situation comes about and when temporary circuits are used for particular programs, the prospect of losing all sustaining service looms unless they go to the expense of buying circuits themselves to connecting points on the main line of the network for sustaining service.

One analysis by a network executive purported to show that affiliates of Mutual in approximately 70 markets will feel the brunt of competition from their more powerful competitors who are now affiliated with NBC and CBS on an exclusive basis.

Since networks cannot assure advertisers of delivery of stations in any markets, they no longer can impose the requirements of group minimum purchases, according to one network spokesman, with the result that the stations in the weaker markets will not be able to benefit from selling broadcast networks as a national advertising medium.

Decentralization

This decentralization directed by the Commission would mean that each market would have to stand on its own merits, and that each station in each market would survive or perish dependent not upon the initiative, selling ability or skill of its management but solely upon the nature of the facilities granted the station.

Blue network affiliates were in a quandary because of the uncertainty of the future. While reports were rampant that the Blue would be sold, no definite information apparently had been given these stations.

Divorcement of the Blue from NBC, it was generally felt, would have a serious impact upon all network operations because the Blue, in effect, has been the national "sustaining" network, carrying the bulk of the public service features. Under new ownership or management, however, it would probably not be disposed to provide a preponderance of such service, with the result that other networks would be obliged to divide that burden and sacrifice commercials to a corresponding degree.

Moreover Blue affiliates, despite their ignorance of the future, were convinced that they should have some say about new ownership of that network, assuming it is sold. Their contracts automatically would be cancelled and therefore would not be transferrable in event of sale.

The predominant view appeared to be that under the regulations as now written, the rich would get richer and the poor would get sustainings, if any.

KLUF and Ripley

ODDITIES connected with two members of KLUF, Galveston, Tex., recently were publicized in Ripley's "Believe It or Not" column. One was about a new staff addition with the appropriate name, London England, who celebrated his birthday on the same day that the King of England was coronated. The other concerned Station Owner Roy Clough whose plane was forced down by mosquitoes. An examination of the carburetor of the grounded plane revealed it to be full of the skeeters. Ripley claims this is the only known incident of mosquitoes downing a plane.

CBS Dividend

THE CBS board of directors May 7 declared a cash dividend of 45 cents per share on the present Class A and Class B stock of $2.50 par value, payable June 6 to stockholders of record May 23.

First Issue Distributed Of New NAB Statistics Showing Monthly Sales

FIRST ISSUE of the *Broadcast Advertising Record*, a unit plan of volume measurement compiled by the research department of the NAB headed by Paul F. Peter, was released to sales managers, station representative associate members and agency representatives May 13 in St. Louis. This measurement report, now improved and enlarged, was formerly published as part of the NAB weekly reports. It will now be published monthly, the first covering January, 1941.

In determining results by units, each is figured as one minute of broadcast time. Questionnaires were sent to the 794 commercial stations, of which 227 reported results. From these results was drawn the 12-page brochure containing three main divisions: (1) Local business, retail and general accounts; (2) national spot business, retail and general accounts; (3) all business (consolidated) with all national networks reporting in addition to the 227 individual stations.

Listings include the average units of broadcast time for five classes of stations determined by population of the cities they cover. Local business comes, according to the report, from 26 categories of business, national from 28. The consolidated figures list 28.

Suggested methods of best utilizing this record by stations include: (1) A comparison of business sources so as to determine whether a station may be below the average; (2) a comparison of stations in markets of similar size so as to figure one's own relative standing; (3) selecting weak sources for sales concentration; (4) write to the NAB department of broadcast advertising for data on specific account classifications, plus success stories; (5) using the record as a sales force in submitting figures to prospects showing how others in any particular field are using radio advertising.

The January report will be mailed to NAB member stations within a few days.

Damm to Execute Plan For FM, Video Outlets

ASSERTING that he had lost faith neither in the American system of broadcasting nor in FM and television, for which his company holds construction permits, Walter J. Damm, WTMJ, *Milwaukee Journal* station, stated during the NAB St. Louis convention that he was going forward with all plans, including the construction of the separate transmitter building for FM previously announced. He said he has also placed orders for more than $100,000 worth of television equipment.

Mr. Damm, former NAB president, stated that he has resigned from the NAB because its president "has failed to carry out the plan of reorganization" originally projected by the reorganization committee of which he was a member.

RADIO WRITERS GUILD, Hollywood, voted unanimous support of the Screen Writers Guild in its current negotiations with film producers for a higher wage scale at an emergency meeting called May 12.

XUM

TRUE or FALSE?

1. TRUE OR FALSE?

Q. The Blue Network covers the entire United States equally well, regardless of population and distribution of wealth?

FALSE!

A. The Blue concentrates its coverage in the Money Markets where the nation's buying power is greatest.

2. TRUE OR FALSE?

Q. The NBC Blue Network comprises 99 stations?

FALSE!

A. There are 30 on the Basic Blue plus 69 Blue Supplementaries, *plus* 55 other stations available by special arrangement for "saturation coverage from within"—a total of 154 stations.

3. TRUE OR FALSE?

Q. The Blue and its major competitors have approximately the same system of discounts?

FALSE!

A. The Blue not only gives the normal volume discounts and annual rebates, but through its unique system of Blue Plate Discounts allows an advertiser to expand his network with savings up to 20%. Thus, the advertiser gets nationwide coverage at a cost per listener that can't be matched.

4. TRUE OR FALSE?

Q. For as little as $24.56 per Blue station, for an evening half-hour (or for *three* daytime quarter-hours) you can blanket such important markets as Los Angeles, Denver, Tulsa, Atlanta, New Orleans and Miami?

TRUE!

A. The Basic Blue (30 stations) costs $3,960 or an average of $132 per station. Because of the Blue Plate Discount, the 69 other Blue stations (with a card rate of $3,768) cost only $1,694.88—$24.56 per station. Thus you can actually blanket Los Angeles or Miami for less than it costs to blanket your own bed.

Note: All of above costs are net on a 52-week basis.

5. TRUE OR FALSE?

Q. Dollar for dollar the Blue adds up to the best buy an advertiser can make?

DARN "TRUETING" IT'S TRUE!

A. The Blue enables advertisers to do a national advertising job at the lowest cost of any medium entering the home.

XUM

...Some questions and answers about networks presented in the technique of our good friends and clients, the J. B. Williams Company

No program is more indicative of the Blue's success with low-cost, high-interest shows, than the J. B. Williams Company's own "True or False" program, heard over the Blue Network from 8:30 to 9:00 Monday evening.

In two years "True or False" *more than doubled its listening rating*—rising from 5.6% in January 1939 to 12.1% in March 1941 without the use of "big names" or "expensive" talent. Its rating throughout each month of 1940 was higher than the corresponding month of 1939. And each month of 1941 has similarly topped the 1940 records.

As for sales results—take a gander at this! A recent survey made by Hooper in 29 cities showed that the *percentage of Williams users among listeners is almost double the percentage of Williams users among non-listeners*. And although Williams trailed a competitor among non-listener sales, it leads that same competitor and all others among "True or False" listeners. Striking proof once again that the Blue provides *sales thru the air with the greatest of ease*.

(Did you get your copy of our booklet "True or False"? If not, please call us. We'll be glad to send you one.)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

THE SHOW OF THE MONTH... Can you imagine comedian Jack Pearl in a serious role? We couldn't until THE STAR SPANGLED THEATRE proved him to be a first-class Hamlet. This standout BLUE sustaining show presents top-flight stars of stage, screen and radio—different each week, in original, unusual productions. A real dramatic thrill every Sunday evening at 8:00 *(Eastern Time)* via the BLUE.

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Furniture Store's Dreams Come True

Bulk of Budget Is Diverted to Radio By Store in Nation's Capital

By MAURY NEE
Advertising Director
P. J. Nee Furniture Co., Washington, D. C.

THREE years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years had a radio inspiration. It was a honey, he figured, and had nationwide possibilities. The plan fell through, however, because of coverage difficulties. Out of it he salvaged a radio urge that led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, 'Dreams Come True'. They really have, and radio now tops the Nee budget.

IT WAS AFTER a very strenuous buying day at the January furniture market in Chicago, 1938.

A group of well-known furniture merchants and buyers had turned their thoughts from the new style groupings they had seen that day to an even greater problem—advertising.

Mr. Nee

One by one, each voiced his problem and the difficulty he faced in trying to solve it. One by one, each admitted that tremendous inroads had been made in the furniture budget of the average family by the vast volume of national advertising done by the automobile manufacturers.

"Oh, to be an automobile retailer and have all your advertising done for you," was the general consensus.

Still another questioned the results he was obtaining from his newspaper ads, and seemed surprised to find everyone in accord with him. The department stores were dominating the newspapers with their large, promotional ads. Lineage used for institutional purposes was getting more and more expensive and less and less productive.

Phenomenal Gains

This was the setting when my brother Dermot A. Nee, vice-president of the P. J. Nee Co., for 60 years one of the leading furniture stores in Washington, voiced a thought that was destined to change our advertising story—a policy that was to enable it to show phenomenal strides in sales volvolume in the short space of 2½ years.

Dermot Nee expressed the opinion that a cooperative radio program was the answer to the many advertising ailments that beset the various furniture stores. His idea was a network broadcast originating in New York or Chicago that provided for tie-ins in the several cities of the network.

So confident was he that he had the solution to the problem, and so enthusiastic were the others, that he invested quite a sum of money in exploring his plan. After consuming considerable time and effort, his idea failed to materialize, even though the more progressive dealers received it with open arms. It was impossible to get complete coverage in all the cities necessary to comprise a network.

The preliminary work was not in vain, however. We discovered the real job that radio was doing in many cases. Even though the original idea met with only partial success, it convinced us that radio could do the difficult job we wanted. The P. J. Nee Co. went on the air independently.

After a brief, successful experience with transcriptions featuring *Captains of Industry*, coupled with Donald Novis and Felix Knight, in a half-hour program, a desire for live talent led to the first airing of *Dreams Come True* in January, 1939. This consisted of seven pieces from the Washington NBC studio orchestra under the direction of Morgan Baer, a young soprano, Lynn Allison, and a promising tenor, El Gary. Bill Crago, NBC announcer, was m.c. The program was on WRC. The signature melody, *Dreams Come True*, was composed by Arthur Daly, the program director.

With this simple background, *Dreams Come True* began what has proved to be a very successful advertising venture. It was flexible enough to meet seasonal and promotional changes, yet inflexible in its consistency. Though immediate, direct results were intangible (and still are) our overall picture began to improve encouragingly.

The Sales Curve

We learned, much to our regret, that our new radio program was not entirely responsible for August, 1938 being our best month in 50 years because the same was not true of the remaining three months. We did, however, notice a 10% increase during these four months and finished with a very successful year, showing an increase of 8% when the other stores in our locality were laboring arduously to equal figures of the preceding year.

The following year saw a much more polished *Dreams Come True*. An orchestra of 12 pieces, a master of ceremonies and commercial announcer to give poise and finesse to our singing stars, larger studio facilities to accommodate the visual audience, and the introduction of frequent guest talent stepped up the quality and number of our listeners. Among the visitors to *Dreams Come True* were Jimmy Fidler, Gene Austin, Yvette, Marjorie Weaver, Jessica Dragonette, Glenn Miller, Senator "Happy" Chandler and a host of others.

NEESTARS Lynn Allison (stepping out of the carriage) and El Gary arriving for the 60th anniversary celebration of the P. J. Nee Furniture Co. It was part of a stunt in connection with the Nee program *Dreams Come True*, originated from the store that night.

Spring Style Show

An important commercial innovation was worked out during 1939 and repeated the following year with equal success. We inaugurated a spring style show with a broadcast of our program from the main store. The public was invited. The showing lasted three evenings and was repeated in October to break our anniversary sale.

The October broadcast, coupled with clear skies, saw an attendance of more than 1,100 in the store, with more turned away. October sales figures reached a new high. We suffered a setback a year later, however, after an even larger crowd was anticipated and prepared for. A downpour at precisely the inopportune moment cut our crowd to one-third of what it should have been. We still gained the benefit of those cozily entrenched beside their radios at home.

In 1939 we exceeded the Federal Reserve district figures for the average furniture store in our city with a 12% improvement. The noteworthy feature of this increase appeared in the total advertising budget which showed an increase over 1938 of less than 1%. A breakdown of the total advertising expenditure shows that 47% was spent in radio, with *Dreams Come True* using 98% of that figure. The newspapers still received 42% of our budget in lineage, art work, commissions, etc. A negligible amount was invested in direct mail and miscellaneous ways. Thus, an increase in the amount spent on radio, which corresponded almost exactly with the amount spent in newspapers during the preceding year, produced an increase of 12% in total sales.

Although we spent nearly half as much in the newspapers as we did in radio in 1939, we were rapidly becoming known as radio advertisers exclusively.

Painless Plugs

During 1940 an even greater *Dreams Come True* came on the scene. We emphasized guest talent and no matter who was on the program, he had to contribute more than an interview. This feature we found beneficial and important. An even larger orchestra, quartette and sponsor participation were added. The writer was interviewed briefly by the m.c. on interesting and unusual facts about furniture and interior decoration. We kept this feature bright and informal, yet established a direct tieup of the firm with the program.

Coupled with this, Harwood Martin Adv. Agency, of Washington, developed highly individualized commercial announcements of the painless type that packed a lot of institutional punch. Plenty of people told us they liked them when they came into our stores.

Early in the fall of 1940 the Quaker Oats Co., desirous of buying a program similar in name to *Dreams Come True*, agreed to pay the P. J. Nee Co. a mutually agreeable amount for our title. The name of *Dreamhouse* was then adopted, and after a brief period of confusion caused by the title change, it has proved even better commercially, tying in nicely with the furniture business from the merchandising side. About this time we moved our program to NBC's WMAL and took our audience with us.

The year 1940 brought even more gratifying sales figures than the previous year. Our volume increased more than 20% while our advertising appropriation was 5% less than in 1939. Our 20% increase compared most favorably with the Federal Reserve figures for all Washington furniture stores—this increase being 12% for 1940. A further breakdown shows a change, however, in the amounts apportioned to radio and newspaper. The newspapers received only 17% of our 1940 budget while radio was "upped" to 60% of our total appropriation. The remaining 23% was spent in direct mail and other miscellaneous ways.

Sports Pickups

Thus, the *Dreamhouse* expenditure was sizably increased and, in addition, was supplemented by frequent broadcasts of outstanding local sports events. In December we added a late-night "slumber type" program called *Dream Time* on WINX, the new Washington local. We found this contacted some people we were not reaching with our other programs. Our commercials, however, could have been used interchangeably—in other words, we merchandised both the same way.

We are frequently asked whether it is possible to sell furniture directly from a radio broadcast, and I unhesitatingly say no, it is not.

When eyebrows are raised at this, I ask to see the medium that will definitely and directly pay for itself in profitable furniture sales the day after it is publicized. I am afraid those days are gone forever. Perhaps the fact that our leading newspaper carries 2,000,000 more lines of advertising than the *New York Times* may be responsible for my reasoning.

Can radio sell a service? My opinion is definitely yes. I am acquainted with too many concrete evidences to think otherwise.

Can radio sell an institution and through this the merchandise that institution offers? To answer this question I need only to refer to our audit for the past month.

In a word, we think radio has "it," to use a trite word, and we will welcome our competitors in the field because we feel that 2½ years of extensive experience in radio have proved very beneficial in preserving our position as an outstanding local radio advertiser.

Hams Aid Uncle Sam

ACTIVE COOPERATION with the Federal Government on the present national defense program was reaffirmed at the annual meeting of the American Radio Relay League, concluded May 10 in West Hartford, Conn. Defense matters took up a large part of the two-day agenda. The board of directors received confidential reports from the League officials on the national defense picture and discussed plans and status of amateur participation in detail. The special "defense fund" of $10,000, previously appropriated, was reapproved and continued.

GABRIEL HEATTER, commentator and m.c. for *We, the People*, sponsored on CBS by General Food Corp. New York, on June 3 starts his first leave of absence for the summer.

CBS POW-WOW (l to r): George Dunham, Tom Connolly and Jerry Sill, all of CBS; Dorrance D. Roderick and Merle H. Tucker, KROD; Roger Shaffer, WSPA.

Little Red Notebooks

THOSE LITTLE red notebooks in which NAB convention-goers scribbled notes—official and unofficial—were distributed as NBC promotional memos. The work of William E. Webb of NBC's Institutional Promotion Department, the notebooks contained breakfast menus of NBC advertised products, the addresses of St. Louis advertising agencies, location of NBC station relations men, and ample room for telephone numbers and appointments—official and unofficial.

*LOCAL INTEREST BUILDS NATIONAL SALES

Give them what they want and you're in. Take basketball for example. Last season while 391,000 eager partisans romped through the turnstiles to see 98 thrilling games, WOWO spread play-by-play accounts throughout its Indiana-Ohio-Michigan area. Sponsors of the series were satisfied to draw their audience from WOWO'S potential of two and one-half million listeners.

There are other program naturals to help **you** reach this same buying audience of two and one-half millions. And WOWO—more than 150 miles from Chicago, Detroit or Cincinnati—is the only single station that commands this audience. Won't you invite your NBC Spot Salesman to call today?

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

Little Congress

THAT Congress brings more than legislative talent to Washington was evidenced May 18 when children of Senators and Representatives presented a special 45-minute program over NBC-Blue. The program is an annual feature arranged by Pauline and Bud Ward who handle various children's programs for NBC. Each participant must have a parent who is an active member of Congress and this year's variety show was presented by the children of four Senators and 16 Representatives.

ANNOUNCEMENT

WSYR

Will Soon Increase Its Power

From 1000 Watts to

5000 watts

Day and Night

Authorized by the Federal Communications Commission. Construction Work Will Start Shortly.

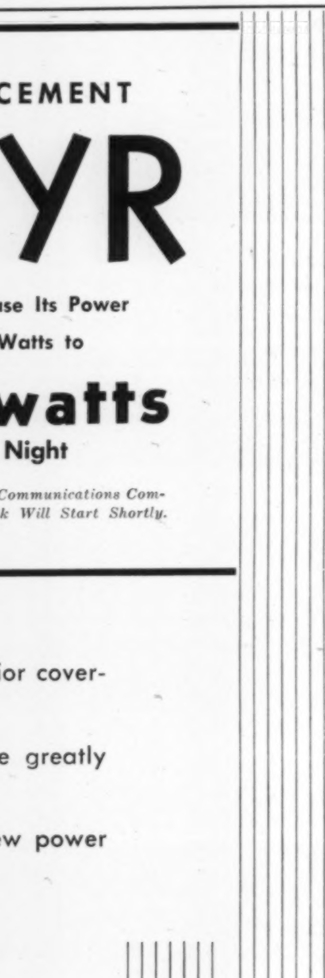
● The present superior coverage of WSYR will be greatly enlarged with this new power on 570 K.C.

WSYR

570 K.C.

5000 W.

N. B. C.



Federal Control of Latin Broadcasts Conceived as Threat to Effectiveness

THE SUREST WAY to deprive U. S. shortwave broadcasts to Latin America of their effectiveness would be to take them from the control of private broadcasting companies and make them Governmental enterprises, Edmund A. Chester, CBS director of international broadcasts, states in a letter to the editor of the *New York Post* replying to a column by Dorothy Thompson printed in the *Post* on May 7 [BROADCASTING, May 12].

Calling shortwave programs "the most effective means of having America heard abroad", Miss Thompson had urged that their control be taken over by the State Department so these broadcasts could be integrated with the nation's official foreign policy.

In answer to this proposal, Mr. Chester replied that "Latin Americans" have been showered with German, French, Italian and English propaganda for years and have become the most propaganda-conscious people on earth. They can detect propaganda even though it is well camouflaged. Once an effort is defined as propaganda it has lost its intended value in Latin America. The quickest way to define any kind of campaign for the Latin Americans is to make it a government effort. That simplifies matters. They *know* it is propaganda".

Pointing out that "the most potent North American influence in Latin America for the past 20 years has been The United Press and The Associated Press" and that "Germany, despite its campaign of propaganda, has never been able to remove these influences nor to discredit them", Mr. Chester continues: "These press services owe their success in Latin America to the very things Miss Thompson would destroy—impartiality and freedom from government control.

"Shortwave listeners are just as intelligent as longwave listeners. They know that good programs cost money and that the democratic way to pay for such programs is through sale of time for commercial programs".

FURTHER SHORTAGE OF ALUMINUM SEEN

ALUMINUM, one of radio's essential metals, will be entirely cut off from the industry next year to make way for direct military needs according to William L. Batt, deputy OPM production chief. Testifying May 12 before the Senate Defense Investigating Committee, Batt admitted that estimates made last year by the Defense Commission as to aluminum requirements were entirely inadequate. He declared the production goal set in this field and other defense production is not high enough to meet requirements and as a result curtailment of aluminum for civilian needs, into which category radio has been classified, is inevitable.

Already relegated far down the line with a B-7 rating by the Priorities Division [BROADCASTING, May 12], aluminum probably will be totally inaccessible after defense needs are satisfied and industry observers claim that now there is no hope whatsoever for civilian production.

Meanwhile facilities for the production of the important metal will be increased this month when the Reynolds Metal Co. starts operations, the OPM officials further stated. Heretofore the Aluminum Corp. of America has been the lone American producer.

Engineers Discuss Aluminum Supply

Standardization Is Favored In Reproducing Equipment

ALUMINUM PRIORITIES was a major topic at the NAB Engineering Committee meeting at the Jefferson Hotel May 12. With Chief Engineer Edward L. Gove of WHK, Cleveland, presiding, discussions centered about Federal restrictions placed on strategic metals and their implications to the radio industry, particularly the difficulties encountered by manufacturers of instantaneous recording blanks in obtaining alumnium for discs.

Fear was expressed over the future availability of vacuum tubes, with an acute shortage in prospect in the not too distant future. It was pointed out that aluminum for recording discs has been given a rating sufficient to meet only some of the industry's requirements. To a small degree, also, manufacturers can salvage aluminum from used blanks.

Urge Standardizing

They have an arrangement whereby they either pay for the old blanks or issue new ones on the basis of the number of used blanks returned. A considerable quantity of these, however, are now in the hands of non-broadcasters, such as agencies, and the committee urged that they be returned to the manufacturers.

Divergency in transcriptions and reproduction equipment, resulting in wide differences in reproduced quality, was discussed at length. It was pointed out that that NAB had previously sanctioned the coordination, by the engineering committee, of an attempt to standardize the manufacturing of transcriptions and reproducing equipment and as a first step in this direction the committee agreed to collect full information from member stations. Paul Loyet of WHO, Des Moines, was appointed committee chairman to formulate a questionnaire to be sent to broadcasters.

Besides Gove and Loyet, attending the NAB engineering committee meeting were F. M. Doolittle, WDRC; W. Lodge, CBS; J. H. DeWitt Jr., WSM; K. W. Pyle, KFBI; Earl Cullum, KFDM; R. Morris Pierce, WGAR; Jay Tapp, KGER; O. B. Hanson, NBC; R. Morris, NBC; Lynne Smeby, NAB.

New WHN Plant

NOW UNDER construction in Rutherford, N. J., for operation this fall is the 50,000-watt transmitter of WHN, New York, which will cost $250,000. The Western Electric equipment includes two self-supporting antennae, each 400 feet high with a 680-foot catwalk to the towers, under each of which will be 120 radials. The transmitter will be equipped with an automatic switch to throw into use a special emergency 5,000-watt auxiliary transmitter. Construction is being handled by Hartenstein, Zane Co.

Purely PROGRAMS

Fish in Alaska

FISHERMEN'S PROGRAM, a vital service to fishermen in the Territory of Alaska, presented six nights weekly, has started its fifth consecutive year on KINY, Juneau. Its services include the latest weather reports in Alaska and North Pacific points, arrivals and departures of fishing vessels, current fish prices at principal Alaska ports as well as Seattle, schedules of sailings of all southbound vessels capable of carrying refrigerated fish and other timely information of interest to Alaska's greatest industry, fishing. The program also includes some music.

* * *

Local Town Meeting of Air

LOCAL CONTROVERSIAL ISSUES are brought up for discussion so as to enlighten the average citizen on just what is happening in his community on *Anniston Town Hall Meeting*, on WHMA. Each week, a committee made up of four civic workers select issues and principal speakers for the hour-long program. After the speeches, presenting both sides, local citizenry are given a chance to give their opinions from the floor.

* * *

Names & News

FOLLOWING the axiom that "names make news", a new feature is currently running on WGAR, Cleveland, that guarantees to every person in Cleveland the inclusion of his name on the air. Each night, on the *Music in the Air* programs a segment of 25 names from the city directory is read. Names are taken in alphabetical sequence, so that listeners, by calculation can figure just when their names will be read.

* * *

Guest Vocalists

PROGRAM SINGER auditioning guest vocalists is the pattern characterizing the new series of programs started on KYW, Philadelphia. Bonnie Stuart, program's featured vocalist, auditions guests vocalists before each broadcast with the studio audience determining the winner through the applause meter. Each audition winner appears on the succeeding week's program.

* * *

Budding Poets

BUDDING POETS are given a chance to show their talents as well as local pride on *Pet Poem*, new feature on WCOA, Pensacola, Fla. Listeners are asked to send in an original poem about anything connected with Pensacola—its citizens, history, opportunities, etc. The better ones are singled out, read over the air and a prize is awarded by a local furniture company.

* * *

Children of Today

SERIES predicated on the "Children's Charter", which was promulgated at the White House Conference on Children in a Democracy in 1940, was inaugurated May 9 with the title *Fitting Your Child to Live* on WCNW, Brooklyn.

Balloon Quiz

NOVEL TWIST to the sidewalk quiz has been conceived by WSAZ, Huntington, W. Va. The idea of the program, known as *Kay's Balloon Busters*, centers around a group of colored balloons inside of which questions are placed. To get the question sent in by a listener, the contestant breaks the balloon of his choice with a sharply-pointed object. Prizes are given.

* * *

Poll of Opinion

POLL of public opinion on the more important news developments abroad and in the nation will be taken by KMOX, St. Louis, through its man-on-the-street broadcasts. Passers-by will be interviewed, enabling listeners to determine just what the average citizen thinks.

Courteous Driving Awards

A WEEKLY AWARD for the most courteous motor act of the week is being made on a CFRB, Toronto, program. Listeners are asked to write in what they consider the most courteous act of a motorist which has come to their attention with name or license number of motorist. Listeners are paid for stories of motoring happenings used on the program. The series is sponsored by R. M. Hollingshead Co., Toronto.

WBYN, N. Y. Studios

WBYN, new fulltime Brooklyn station, has opened New York studios at 132 W. 43d St., according to Griffith B. Thompson, WBYN executive vice-president, with Sidney Walton, program director, and Berne W. Wilkins, sales manager, in charge of production and commercial activities respectively. Temporary Brooklyn studios and Mr. Thompson's office about May 19 move to One Nevins St. for permanent headquarters. Foreign language programs will originate from Brooklyn, and Engish programs from New York studios.

FETISH POLISHED OFF

Saturday Morning Net Series Proves a Success

CONTINUING to explode the bugaboo of Saturday morning radio time, NBC-Red has issued a booklet titled "The Fetish that Crawled Under a Rock"—the story of Shinola's success in capturing an audience and increasing its sales with the *Lincoln Highway* program on Saturday mornings.

Furtive fetishes peer from the pages as the booklet relates the results of a C. E. Hooper survey of 29 cities, using the responses of 312 verified listeners to the program. Shinola received 65% more mentions among this group than among the non-listeners, 49% more mentions from listeners than the total of all other shoe polish brands, while 62% of the families listening reported use of Shinola. "So Shinola followed through," the booklet states, "and polished off the Saturday Morning Fetish."

—and that's SPINACH!

Rushed by special trains from the sunny, winter fields of South Texas, spinach brings top prices in markets of the snow-covered North and East. Luscious Texas grapefruit command a premium in the same markets.

Yet spinach and grapefruit are only two of the early crops which pour a stream of wealth into this favored section. Bermuda onions, cabbage and other vegetables and fruits are among the big money-makers.

Money means buying power — and, year in and year out, WOAI successfully translates the immense buying power of South Texas into profitable sales for advertisers.

AFFILIATE NBC
MEMBER TQN
CLEAR CHANNEL

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

WOAI San Antonio
50,000 WATTS

Merchandising & Promotion

Day at Cape—At Dealers' Meeting—Movie Tieup—Plug for BMI—Hats and Such

NEW HEIGHTS in promotion and exploitation of radio in community areas were reached May 10 with the staging of the KMOX (St. Louis)—Cape Girardeau Day celebration. Practically every live local and network origination with station talent was moved to Cape Girardeau for the day.

More than 18 hours of entertainment were aired, and the special activities and personal appearances including a big night show were largely attended. Campaign announcing the event covered less than three weeks during which publicity pictures, advertisements and announcements were featured. Sixty daily and weekly papers plus seven radio stations in the area cooperated to give publicity to the event, climaxed by a parade.

* * *

Blue Coverage

NBC has received so many calls for its new Blue Network coverage maps, which are still at the printers', that E. P. H. James, Blue sales promotion manager, has prepared a small framed map of the United States covered by blue netting, with a letter stating that the "Blue Network covers the United States".

* * *

Rockford Offers

LISTENERS to WROK, Rockford, Ill., are told how to *Listen & Win* in an afternoon program featuring contests and premium offers advertised on the station. The show is heard during the afternoon, five days a week.

Tire Sports

A SEIBERLING tire dealers' meeting was held May 7 in Hotel Gibson by WCKY, Cincinnati, where promotion plans for the *Sports Final* program of Seiberling were outlined. During the meeting Sportscaster Len Riley and Announcer Jack Foster did a typical broadcast and addresses were presented by J. P. Seiberling, president of the tire company, and N. E. Malone, Seiberling advertising manager. A. J. Albers, president of Re-Go Gasoline & Oil Corp., new Cincinnati distributor of Seiberling tires, was introduced to the gathering.

* * *

Salute to Counties

DIFFERENT GEORGIA counties are being honored each Saturday night by WSB, Atlanta, which goes all over the State to put on actual radio shows in a series known as *Salute to Georgia Counties*. Counties are taken in alphabetical order, with musicians and other performers appearing on the show, selected from the citizens of the honored county. Music, singing and brief talks by the prominent citizens of the various counties together with highlights of importance about the counties and their chief towns round out the program.

OVERTIME MEANS TIME AND A HALF

Cincinnati produces the machines that produce the armaments for ALL Democracy. ***It's the machine tool center of the world.*** **Workers are putting in overtime for defense—and that means** ***time and a half in pay for thousands.*** **A boost in buying power which makes the Winged Plug's market in Greater Cincinnati GREATER than ever!**

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

For Film Release

RADIO and films neatly dovetailed in the local campaign promoting 20th Century Fox's Hollywood release on May 14 of "The Great American Broadcast". Loew's State and Grauman's Chinese theatres, one week prior to the show's opening sponsored recordings from the film on four local stations, KFVD, KIEV, KRKD, as well as KFWB. Purchase of time by outside theatres on the latter station, owned and operated by Warner Bros. Broadcasting Corp., Hollywood, subsidiary of Warner Bros. Studios, that city, sets a precedent for such a transaction. In addition, displays in the two theatre foyers depicting entire history of broadcasting were installed by CBS and NBC.

* * *

Show for Dealers

AN HOUR-AND-A-HALF of complete entertainment was supplied delegates to the Mid-Continent Petroleum Co.'s Southern Illinois sales convention at Herrin, Ill., May 1, by WJPF. The station erected a complete studio in Legion Hall, scene of the convention including two studios and a control room, and for the full 1½ hour while the show was remoted from the station, dealers were allowed to go "backstage" in a radio station. With special lighting effects, the show was carried off in the studios complete with spots and even a Defense Savings Bond plug.

* * *

Trips for Citizens

WCKY, Cincinnati, as a contribution to patriotic thought offered a free all-expense trip via American Airlines to Washington as a prize in a local contest to promote Young Citizens Week May 12-18. Contest, limited to youths between 21 and 30 years of age, was conducted by Helen Rees on her morning *Home Makers* program. Contestants were required to complete in 50 words or less the statement, "Accepting my responsibilities as a true American citizen, I must . . ."

* * *

BMI Hits and Their Composers

BMI HITS and near hits and their creators will feature a new program sponsored by the Canadian Government over the facilities of CBS. The broadcast, which will begin in the fall and run for a year, will present the news behind the song. The story of how the song came to be written and interesting incidents from the lives of the composers will be included as well as letters of greeting from the composers to the Canadian audience.

* * *

Better Business Relations

WITH ITS purpose the better relation between consumer and the businessman, KRE, Berkeley, Cal., has started a program entitled: *Do You Know How to Buy?* Prominent business leaders, both in merchandising and manufacturing are interviewed during the series, which is presented under the auspices of the California Home Economics Assn.

WLW at Convention

WLW, Cincinnati, has been given credit for a large part of the success of the 11th annual convention of the Indiana Assn. of Retail Grocers & Meat Dealers during which the station provided entertainment, contests, etc. Climax of WLW's activities was reached at a banquet on the closing day of the three-day convention when hundreds of balloons bearing the message "WLW Has More Listeners in Indiana Than Any Other Station", were used to decorate the banquet hall. Paper hats carrying a printed greeting from the station were passed out to each one attending by two pretty WLW hostesses. On the opening night WLW conducted a "Find Your Double" contest in which Crosley radios were given as prizes; from a stage at the end of the dining room the station presented a show featuring outstanding radio personalities. Book matches bearing the message of WLW's Indiana coverage were also given out during the session.

* * *

News Quiz

FEATURING review of the news in quiz style, *Who, What, Where & Why?* was inaugurated May 12 on the CBS Pacific Coast network. Contestants, chosen from the studio audience through use of numbered ticket stubs, are questioned on recent news stories and must tell the who, what, where and why of the query. Each contestant is given $3 at start of program, depletion of which depends upon accuracy of his answer. Program also includes audience participation in topical questions.

* * *

Dubuque Supplement

KDTH, Dubuque, Ia., on May 4, the day it made its bow, had a 12-page supplement in the *Dubuque Telegraph-Herald* containing pictures of transmitter, studios, personal and MBS features, as well as stories concerning every phase of its equipment, schedules and operation. Ken Gordon is manager.

* * *

Pages for Power

WHBQ, Memphis, upon increasing its power from 100 to 250 watts, had a four-page section in *The Press-Scimitar* devoted to pictures and stories of its staff and equipment. E. A. (Bob) Alburty is manager of WHBQ.

BROCHURES

NBC-Blue—Blue - and - white folder "This Is Your Dish," showing advertisers the "a la carte" costs and the "blue plate" discounts available when they use the Blue Network.

WCKY, Cincinnati—Yellow booklet offering Jimmy Scribner's *Johnson Family*, with large established audience, for sponsorship.

AP—Pictorial booklet showing AP coverage, available to radio through its subsidiary, Press Association Inc.

CBS—Booklet, blue on white, telling the story of technical advances of CBS in the past nine months.

WWNC, Asheville, N. C.—Single-sheet table giving station market data.

KLZ, Denver—Promotion piece of four pages.

Studio Notes

THERE is a greater demand for Polish music than for that of any other foreign nation, BMI reports following a survey of requests received by member stations. Italian music is the second most popular, followed by Cuban, Latin American, Scandinavian and Hungarian. BMI has just closed a contract with Edward and Louis Rossi, New York, for some Italian music and is now negotiating for other foreign catalogs, notably Polish, to augment the present BMI supply of foreign tunes.

WJBK, Detroit, without benefit of a large national client has sold out all its newscasts, 16 five-minute and three quarter-hour periods daily. Latest sponsor is Crawford Clothes of New York, taking four newscasts daily.

RADIO ACTIVITY will play part in the newly-formed Woman's Service Center, which will offer services and guidance on virtually every phase of the home and open new frontiers in homemaking. The Center, which will headquarter in Chicago, plans its own broadcasting studio, while more definite plans call for a daily half-hour homemakers' program on WENR, Chicago, bringing to feminine audiences authoritative information on widely varied problems of the home.

WBAL, Baltimore, in refurnishing its studios, is benefiting the men in the 175th Infantry, now in training at Fort Geo. G. Meade. In keeping with the enlarging of the station to 50,000 watts, it is buying new furniture for its reception room and studios, and has given the furnishings now in use to the former "Dandy Fifth" to help equip the regiment's 18 company recreational rooms.

KROD, El Paso, in an exclusive feature, recently broadcast the finals in the district spelling bee sponsored by the *El Paso Herald-Post*. The program was remoted from a downtown auditorium. Winner of the contest will compete in Washington with entrants from all over the country.

KDKA, Pittsburgh, as a special service to farmers has established an early morning farm program, the *KDKA Farm Hour*, and has named Donald G. Lerch Jr., a graduate in agronomy from Penn State College and at present employed with the U. S. Soil Conservation Service, to be farm editor of the station. The usual farm formula of latest market prices and reports, practical suggestion on farming, worldwide news and a musical background, will be followed.

KRNT, Des Moines, and WMT, Cedar Rapids, Ia., will broadcast all the U of Iowa's football games next season under sponsorship of the Iowa Dairy Industries. Gene Shumate sportscaster of KRNT will give the play-by-play.

KLZ, Denver, has debuted a new show slanted toward the younger audience. Titled *Uncle Charlie's Junior Genius*, program features a board of four "junior geniuses", all under 15 years of age, who attempt to answer questions sent in by listeners also under that age limit. If a question is unanswered by the embryo experts, the sender gets a dollar.

AS THE Chicago racing season moves from Sportsman Park to Lincoln Fields May 19, WIND, Gary, Ind., will broadcast the eight daily races direct from the Crete, Ill. track. The season runs until June 2.

WMEX, Boston, has issued Postal Savings Stamps Albums with a 25c stamp affixed to each to its entire staff. Presentation was made May 12 by William S. Pote, commercial manager. The albums carried the notations that as fast as the book is filled and exchanged for a defense bond, WMEX will issue a similar album with another stamp.

WATCHING his young son, Billy, draw a bead is Bill Kostka, manager of the NBC Press Division. Bill is an outdoor sportsman from way back. The rustic scene lends a fitting background for the open-air cavortings that he is so fond of.

IN COOPERATION with NBC, Miles Labs., Elkhart, Ind. (Alka-Seltzer), sponsors of *Quiz Kids*, and with assistance of the Treasury Department and other Government authorities, a special *Quiz Kids* program is being recorded to carry the savings bond and stamp message to all school children throughout the United States. Transcriptions will be available to every school in the nation which has facilities to use it. In addition, plans are being made for several of the *Quiz Kids'* programs to be broadcast this summer from various Army cantonments.

WBAP, Fort Worth, and the Texas Quality Network, in a recent survey found that out of 3,073 schools using classroom radios, 2,765 were regular listeners to the *Texas School of the Air* series. Survey conducted by the Texas State Dept. of Education in 5,000 schools to determine the number and types of schools actually listening to the program also revealed that two of every three Texas schools have classroom radio equipment and more than 50% of all Texas schools were users of the 1941 *School of the Air* series. This represents about 500,000 pupils and 20,000 teachers.

ON THE AIR only a month *George's Coffee Club* on WMVA, Martinsville, Va., has proved one of the most successful mail pullers in the history of the station. A theme song, "The Java Jive", played only in part, was inaugurated. Mail began rolling in requesting the song to be played through. George's Super Market & Grocery undertook to sponsor the program which originally was a sustainer to plug its Town Talk coffee. Mail keeps flowing in at such a pace that only a few can be played, though all are acknowledged. Program consists of popular music.

WCCO, Minneapolis, capitalizing on the experience of forest rangers and game wardens throughout the State, is presenting a new series in cooperation with the Minnesota State Department of Conservation. Program consists of interviews with the rangers and game wardens from all points in the state and will be broadcast each Friday until Sept. 19.

WTAG, Worcester, Mass., as educational and goodwill promotion, is lending a film based on the expansion of radio and the advent of FM to local schools, clubs and civic organizations. Role of WTAG in central New England radio is also illustrated.

Special award for nearly causing a riot

MAYBE we should say a series of near riots. For that's why KGO-KPO jointly won Billboard Magazine's Fourth Annual Award for the nation's outstanding radio exploitation job of the year (and for the second consecutive time). How? With a gigantic civic promotion idea that literally became a parade of events. And set a new high in radio station promotion, and radio-newspaper cooperation.

Along the way the spectators were treated to many brilliant events: The KGO-KPO San Francisco Chronicle election party; the KGO-KPO San Francisco News promotion of the Golden Gate International Exposition; the KGO-KPO San Francisco Call-Bulletin Christmas party; the gigantic KGO-KPO San Francisco Chronicle Diamond Jubilee celebration which jammed 40,000 people into Civic Auditorium, and many more.

So now, more than ever before, KGO and KPO are *important* to Northern Californians. Important enough to give advertisers a remarkable personal relationship between listeners and stations that gets action — action that bring out crowds — action that moves merchandise. It took a series of near riots to prove it.

KGO · KPO

Represented Nationally by NBC Spot Sales Offices: New York, Chicago, San Francisco, Boston, Denver, Cleveland, Washington, Hollywood.

Swing Is Honored As Commentator at Women'sLuncheon

FCC Report Is Condemned at Annual Session of WNRC

CHANGING ITS FORMULA from previous years, in which radio was its sole concern and when awards were made for the best programs in each classification, the Women's National Radio Committee in its nationwide poll this year considered "only those programs which in one way or another help to safeguard our essential freedoms."

Awards, announced at the group's annual luncheon, May 13 at the Astor Hotel, New York, went to the commentator, the radio forum, the educational program and the miscellaneous program adjudged "to further most effectively the interests of democracy".

Raymond Gram Swing, MBS foreign news analyst, received the award for commentators, winning first place by the narrow margin of 11 votes over NBC's H. V. Kaltenborn. Other high-ranking commentators were Dorothy Thompson, Lowell Thomas and Elmer Davis.

Forum Award

The oldest radio forum, NBC's *University of Chicago Round Table*, received first honors in this class by an even slighter margin, heading out its nearest competitor, *America's Town Meeting of the Air*, also on NBC, by a single vote. Mutual's *American Forum of the Air* and *People's Platform* on CBS were other popular programs in this group.

As "best educational program with a democracy theme" the poll gave top honors to *Headlines & Bylines*, a CBS series, with another CBS program, *American School of the Air* second by only two votes.

NBC's *I'm an American*, featuring foreign born citizens who have won distinction in this country, won the award in the classification of "miscellaneous programs promoting democracy".

Special local awards for New York City went to *Americana Quiz* on WMCA, *America Speaks* on WNYC, and *Ethical Side of the News* on WQXR. Two programs broadcast under the auspices of the Council for Democracy, *We Live Again*, broadcast Easter Sunday on NBC-Blue, and *Speaking of Liberty*, current series on NBC-Red, were mentioned as arousing enthusiastic committee reports, although introduced too late for inclusion in the ballots.

The group presented medals to four individuals whom the committee felt had made significant contributions toward the preservation of democracy. These were: Mrs. Franklin D. Roosevelt, for her "services to youth and her sympathy with the problems of the disadvantaged;" Mrs. J. Borden Harriman, former American Minister to Norway, for her "lifelong devotion and practical service to democratic ideals; Raymond Massey, star of stage, screen and radio, for his three-dimensional portrayal of Abraham Lincoln; Lily Pons, opera star, for her "generous contributions of time and talent to the service of the stricken democracies."

Awards were presented by Mme. Yolanda Mero-Irion, chairman of WNRC, who, in speaking of the need for safeguarding the essential freedoms, denounced the "recent arbitrary ruling" of the FCC on network operations, calling it "essential" that radio be "free from governmental coercion, with no curb upon either the quality or quantity of the material which goes out over the air."

She continued: "To my mind any attempt to set a limitation upon the expansion of these networks, which are in this troubled time the principle medium through which we make ourselves conversant with the course of human history, is a dangerous infringement of free enterprise and a contraversion of those very democratic principles to which we so loudly proclaim our devotion. I warn you that such an infringement is likely to be followed by other infringements even more intimately affecting your life and mine."

Among speakers emphasizing the democracy theme were David Sarnoff, president of RCA; William S. Paley, president of CBS; Mrs. Lytle Hull, chairman of Radio Listeners Guild, a WNRC auxiliary; John Gunther, author and NBC commentator; Dr. Antonio Gonzalez, CBS assistant director of Latin American relations; Mr. Swing, Mr. Massey and Mrs. Harriman. Telegrams were read from Alfred J. McCosker, MBS board chairman, Mrs. Roosevelt and Miss Pons, who were unable to attend the luncheon in person.

THE GREAT ABOUNDED as NBC feted Jack Benny in Los Angeles May 9 on his tenth anniversary in radio. Among participants were (above, l to r) Tom Harrington, radio v-p of Young & Rubicam; L. N. Brockway, Y & R vice-president; Charles G. Mortimer, General Foods v-p; Colby M. Chester, General Foods board chairman; Clay Morgan, assistant to Niles Trammell, NBC president. At the head table (below), amidst laughter, were the guest of honor; Mr. Trammell; Mrs. Benny (Mary Livingstone); Rudy Vallee, m. c. of the Sealtest program on NBC and toastmaster of the party; Don Gilman, NBC western division v-p.

Powell Honored

FIRST radio executive in Florida to be inducted into Sigma Delta Chi, national honorary and professional journalism fraternity was Maj. Garland W. Powell, director of WRUF, Gainesville, Fla. Originally it was planned to initiate Maj. Powell along with a group of prominent newspaper publishers meeting at the National Editorial Assn. convention held in Jacksonville, Fla., in April, but when he was unable to attend the convention a special initiation was conducted by the U of Florida chapter of Sigma Delta Chi in Gainesville.

News Series Extended

AMERICAN CHICLE Co., Long Island City (Beeman's gum), on May 16 extended for four weeks *Drama Behind the News* on 58 NBC-Blue stations Monday, Wednesday, Friday, 5:30-5:45 p.m., repeat, 6:30-6:45 p.m., and on 12 Pacific Blue stations, Monday, Tuesday, Friday, 8:30-8:45 p.m. Agency: Badger, Browning & Hersey, N. Y.

Trade Group's Spots

CANADIAN INSTITUTE of Plumbing & Heating, Montreal, has started dramatized spot announcements on CHNS, Halifax; CHSJ, St. John, N. B.; CHRC, Quebec; CFCF and CKAC, Montreal; CKCO, Ottawa; CFRB, Toronto; CFPL, London, Ont.,; CKLW, Windsor, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon; CFCN, Calgary, Alta.; CJCA, Edmonton, Alta.; CJOR, Vancouver. Account was placed by McConnell Eastman Co., Montreal.

National Religious Code For Guidance of Church And Radio Is Proposed

FORMULATION of a national code for religious broadcasting to provide religious groups and broadcasters with "minimum standards" for religious programs will be undertaken during the coming year by the National Conference of Christians and Jews.

A proposal unanimously supported by participants in the religious work-group sessions during the 12th Institute for Education by Radio in Columbus, May 5-6, that the NCCJ undertake the exploratory work necessary for the development of the code, has been approved by the organization.

A working committee will be established under the chairmanship of James H. Scull, in charge of radio for the National Conference, which will send out questionnaires to representative religious groups to ascertain their views and suggestions for the "standards" to be incorporated in the code. An analysis of the material will be presented at the next Institute for Education by Radio, sponsored by Ohio State U.

During the recent Columbus sessions attention was brought by the religious group to the seeming inadequacy of the NAB code in covering religious broadcasting. The NCCJ intends to cover in its code the questions of whether religious time should be paid for and if so under what conditions; whether religious programs should be used to solicit funds; and the fundamental relationship between the broadcasters and religious groups among other things.

The meetings also pointed out the valuable use to which transcriptions could be put in religious broadcasting and that programs of a dramatic type could supplement the sermon type of program. Commercial sponsorship of religious programs, it was further asserted, was acceptable if the advertising was in good taste and not conflicting to religious teachings.

The group decided that while broadcasters had an obligation to furnish educational and religious needs of the communities by a free and fair representation of religion in their programs, the primary responsibility for the developing and producing of the programs rested with the religious groups.

During the sessions reports were given on the status and scope of programs in the Protestant, Catholic and Jewish fields, as well as programs of a strictly interfaith nature.

Bookhouse Series

BOOKHOUSE FOR CHILDREN, Chicago (My Bookhouse, children's series), on May 5 started thrice-weekly participations in *The Woman's Page of the Air*, featuring Adelaide Hawley, on WABC, New York. Contract is for 13 weeks. Agency is Presba, Fellers & Presba, Chicago.

Match King Test

MATCH KING Inc., Chicago (cigarette lighter), on May 19 started a two-week test campaign of 14-weekly spot announcements on WLW, Cincinnati. Agency is Henry J. Handelsman Jr. Inc., Chicago.

XUM

Dealers, too, know what the score is!

IT'S WKY
3 to 1

4 Out of 5 Dealers Prefer WKY!

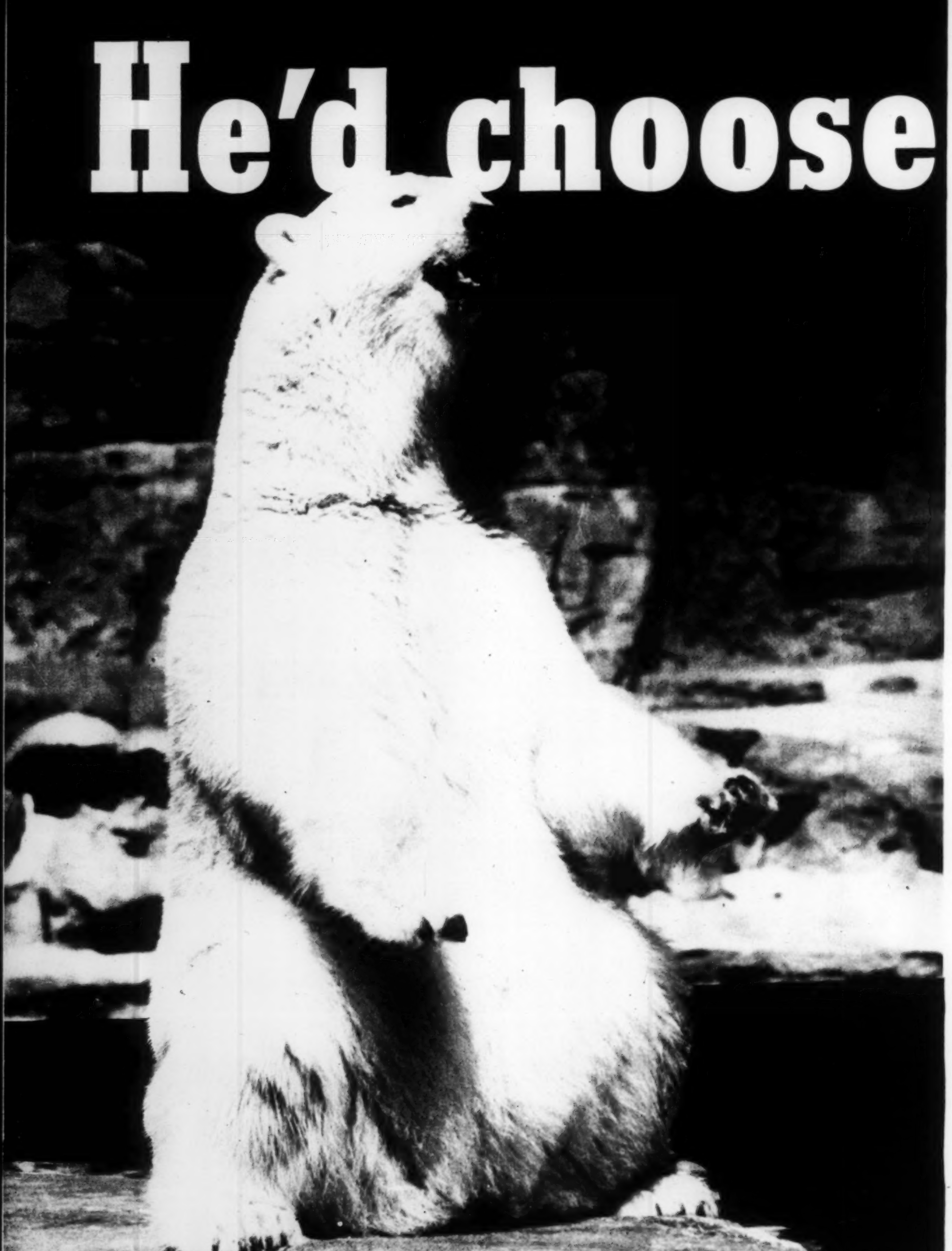
• The men behind Oklahoma's retail counters follow the game play by play, inning by inning. They always know the score, how WKY stands in the listening preference of their customers.

It's WKY 3 to 1 with Oklahoma City daytime listeners by a recent Ross Federal survey. And dealers see this decisive preference translated into movement of merchandise across their counters, into dollars and cents in their tills. They know that things happen when WKY is at bat for them.

So when the choice is put to Oklahoma dealers, as has been done frequently by drug jobbers, electric appliance distributors and a stock feed manufacturer, 4 out of 5 unhesitatingly choose WKY. If it's listeners you want to reach in Oklahoma, if it's dealers you want to please, it's WKY you want in your selling line-up.

WKY
OKLAHOMA CITY
NBC-Red Affiliate
Owned and Operated by The Oklahoma
Publishing Co. - The Oklahoman & Times
The Farmer-Stockman - KVOR, Colorado
Springs - KLZ, Denver (Affil. Mgmt.)
Represented by
The Katz Agency, Inc.

He'd choose ac



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XUM

cold reception

Br-r-r-r-r sounds good to Mr. Polar Bear but not to Mr. Advertiser. A cold reception to an advertiser's message rubs his fur the wrong way. Advertisers have been pleasantly surprised upon learning how warmly their message had been received on KXOK. As an example, one advertiser, after a series of announcements watched samples of his product go tumbling from their shelves and go rollicking into homes in 18 states. KXOK penetrates four states in its primary area alone which contains more than 3,500,000 people who make an annual retail expenditure of $826,490,000.00. For bigger dividends on your advertising investment, let KXOK carry part of your load in the rich Mid-Mississippi Valley Market.

KXOK

NBC BASIC BLUE STATION • ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT

Affiliated With KFRU, Columbia, Mo.
Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

XUM

WCKY
50,000 WATTS
CINCINNATI
CBS

TOPS
in
POWER...
in
PROGRAMS

[illegible]

CRANE SUNNYDAY KITCHEN
SWIFT AND COMPANY PRESE
THE DON McNEILL BREA

SET UP in what is considered the "best floor display spot in the world," where it is seen by more than 60,000 persons weekly, is the Swift & Co. display promoting its products and the NBC *Breakfast Club*, on which it sponsors quarter-hours thrice-weekly. Here are (l to r) E. C. Carlson, sales promotion manager, and H. C. Kopf, general manager, of the NBC Central Division; Mabel Anderson of the home economics staff of Swift & Co.; Don McNeill, m.c. of the *Breakfast Club;* E. T. Swearingen, in charge of the Premium Ham and Bacon division of Swift & Co.; R. L. Redheffer, president of the Merchandise National Bank, in whose lobby the display is set. The bank is on the ground floor of the Merchandise Mart, Chicago, which also houses the NBC studios.

ON BEHALF OF MERCHANDISING

Advertiser Aided at Slight Cost, and Station, Too, Benefits From Promotion Efforts

EDITOR BROADCASTING:

Merchandising embraces all and any efforts, personal or mechanical, to sell any commodity. It is packaging, displaying, labeling, and distributing from the manufacturer's point of view. To advertising media it signifies any action which tends to effect the sale of the product. That includes newspapers, handbills, radio, billboards, magazines or any other advertising medium.

Two Conceptions

These two conceptions of merchandising—by the advertiser and by media—must be synchronized. The present flagrant usage of the word merchandising is abused because advertiser and media fail to cooperate. Only through cooperation does merchandising become an actuality and not an intangible, nebulous quantity.

Let's look the facts squarely in the face: Do newspapers merchandise for spacebuyers? Yes. They give the advertiser several pictures and runners. What advertising medium is radio's biggest competitor? Newspapers. In every classification of sales there is competition; from selling nails to canned turnips. This merchandising, which is receiving so much attention, is nothing more than a competitive sales angle.

Here at WGKV we have used merchandising as a sales tool. In ratio to the extra station revenue our merchandising has produced, the expense is infinitestimal. Yet, at the same time, the advertiser gets thousands of valuable "extra impressions" which result in increased consumer sales. This sales response creates the normal healthy advertiser-media relationship.

I do not think any of us in radio could be duped into believing that any one advertising medium, alone, can successfully sell goods. Nor have we found the advertiser so dictatorial as to demand exorbitant merchandising aids from radio stations.

We do know from personal experience that our merchandising service has been useful in stimulating sales for our accounts. And, because of this additional sales activity, almost without exception, these clients have renewed contracts.

We do not feel that we are being taken advantage of by the advertiser. We believe it is our purpose to sell as much goods as is possible to sell for our advertisers. This merchandising service we offer them is part and parcel of our efforts.

No advertising campaign could be successful in any territory without a balanced advertising set-up, plus promotional and merchandising help. That is, without point of sale and allied advertising, no manufacturer will introduce additional advertising in a given sales area. Because, naturally, there is no consumer demand, nor distribution for his product.

We offer advertisers our three-way merchandising plan, which, in a manner of speaking, gives him an additional advertising medium to support his radio campaign. We feel that this investment is retroactive, and that any money expended in this way is mutually advantageous. We have to publicize our station in some manner; why not coordinate these activities to include our advertisers' copy? We do.

At one time, possibly, merchandising was a by-product of radio's promotional activities; but now we feel it is an integral part of the station's obligation to do an effective selling job for its client.

ROBERT WASDON,
Sales Manager,
WGKV, Charleston, W. Va.

May 10

We have
THE
VERY
IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

Interior's Radio Branch Survives House Attack

AN UNSUCCESSFUL attempt to eliminate from the Interior appropriation bill a $19,820 item for the operation during the coming fiscal year of the radio section of the Department was made last week by House Republicans. An amendment to eliminate the item was defeated 73-79.

Rep. Rich (R-Pa.) led an attack on the appropriation contending the radio section was merely engaged in the dissemination of propaganda and that "its functions do not pertain to the welfare of this country, but only aid and assist in carrying on the radio programs and putting more people in the Interior Department."

Rep. Taber (R-N. Y.) attacked the type of program produced by the radio section, terming them "disgusting and revolting." Referring to Shannon Allen, director of the Radio Section and former NBC Washington official, Taber said: "Is it not about time that we took our responsibility seriously and had courage enough to say that these fellows who are on the payroll over here in the departments who are performing no useful service, shall be taken off these payrolls?"

The radio section of the Interior Department operates a studio —the only Government-owned one in Washington—making transcriptions for various Government agencies. It has only one live talent series at present—*The Conservation Reporter*, heard weekly on MBS. It formerly produced programs such as the *World Is Yours* for NBC and CBS but has discontinued this.

Wage Overtime Ruling Handed Down by Board

EMPLOYERS cannot grant wage or salary increases to employes and later claim this extra remuneration to cover overtime payments due under the Fair Labor Standards Act, according to an announcement last Monday by Gen. Philip B. Fleming, administrator of the Wage & Hour Division of the Department of Labor.

It was pointed out also that companies have paid more than the union scale for certain work and then have sought to fall back upon this addition to pay as an offset against extra pay due for overtime. Gen. Fleming said additional pay cannot be offset against extra pay for overtime due under the Act unless it was so stipulated at the time such amounts were paid.

EQUIPMENT DELAYS HALT WBAL BOOST

DELAYS in the delivery of essential equipment have forced postponement of the opening date of the new 50,000-watt transmitter of WBAL, Baltimore, originally announced for May 25. The plant will start its high power operation some time in June.

The delay will in no way affect programs already arranged in connection with the opening, Manager Harold C. Burke reports. These will be staged as buildups for the 50 kw. operation, starting May 25 with the J. B. Williams Co. *True or False* program, a salute from Westinghouse, which built the transmitter, and special features from the Lyric Theatre. On May 29 a special WBAL show at the Hippodrome Theatre will be keyed to NBC.

WGPC on CBS

MARKING its affiliation with CBS May 11, WGPC, Albany, Ga., conducted a special inaugural program attended by city and county officials as well as prominent local businessmen. The May 9 issue of the *Albany Herald* carried a lead story on the occasion and WGPC distributed to the industry a six-page mimeographed brochure commemorating the affiliation. WGPC operates on 1450 kc. with 250 watts and is also connected with the Georgia Network of WRBL, Columbus, and WATL, Atlanta. All three stations are owned and operated by J. W. Woodruff Sr. and his son, J. W. Woodruff Jr.

New Omar Discs

OMAR Inc., Omaha (Omar Wonder Flour), consistent user of national spot radio, on May 18 started a weekly quarter-hour transcribed program, *Musical Meditations*, on 32 stations. Program consists of hymns and religious philosophy and features Larry Larson, organist, and Gene Baker, vocalist. Contracts are for 13 weeks. Stations selected are KOB WJAG WGKY KMMJ KOBH WIND WDZ WCBS WTAD WMBD WHBF WROK WISN WIBA WKBH WSAU WTAQ WHBL KMA WHO WMT KGLO WOW KSOO KFAB WNAX KGIW KFXJ KOA KGHF KVRS KDFN. Agency is Hays MacFarland & Co., Chicago.

Bowey's on Saturday

BOWEY'S Inc., Chicago, has joined in the swing to Saturday and on May 31 shifts its Sunday morning broadcast on CBS to Saturday noon, at the same time enlarging its network by 11 stations to a total of 45 and replacing the *News & Rhythm* program it has sponsored for the past two years on CBS with a new series titled *Stars Over Hollywood*. Knox Manning will m.c. the new series, which will feature screen stars as guests. Dari-Rich products will be advertised by the program, placed through Sorenson & Co., Chicago.

PRINCIPAL speeches made at the weekly Advertising Club of New York luncheons are broadcast on W71NY, FM station owned by WOR, New York, from 1:30-2 p.m.

SOME OF THE BIGGEST MEN (literally) in radio foregathered when this gang of BIG MEN got together to find out who is the champion heavyweight in the NBC Central Division. Ed Wilson, announcer (on the scale) was the winner at 274—not stripped. Ninety-two pound Rita Ascot, Fay Perkins in Procter & Gamble's (Oxydol) *Ma Perkins* series, was the scorekeeper. Seated (l to r) Tom Hargis, NBC director, 244 pounds; Michael Roy, announcer, 267. Standing (l to r) John Kuhn, tuba player, 248; Wilson, M. R. Schoenfeld of the NBC-Blue sales staff, 251; Miss Ascot and Norman Ross, 268½ pounds—for runner-up honors.

New SESAC Licenses Taken by 63 Stations

NEW LICENSES with 63 stations have been taken out by SESAC, New York, since Jan. 1, 1941, and during the same period the society has renewed over 100 old licenses for additional five-year periods. SESAC's long-term licenses now total 738 with commercial radio stations throughout the country.

Recent publisher acquisitions by SESAC include Arthur P. Schmidt, Boston; Maxwell Weaner, New York, and John Krachtus, Chicago. The society also announced that its licensed stations have just received gratis from American Music Inc. a total of 60,000 folios containing 1,200,000 songs of the hillbilly, cowboy and Western type.

WHEN the presiding judge of the Tobacco Combines trial at Edmonton, Alta., recently, wanted to assemble jurors for the next session, he asked CFRN, Edmonton, to announce the calling of jurors in their newscast.

This Is The Way People IN ELMIRA Listen To Radio:-

WENY		Station A NBC Blue 50 kw	B CBS 1 kw	C NBC Red 50 kw	D NBC Blue 50 kw	E CBS 50 kw	F NBC Red 50 kw	Others
MORNING 8:00 A.M. - 12:00 N. Mon. thru Fri. 2843 Calls	65.1%	9.5%	9.8%	6.8%	3.1%	—	1.4%	4.3%
AFTERNOON 12:00 N. - 6:00 P.M. Mon. thru Fri. 2013 Calls	51.2	25.6	4.3	4.3	3.9	1.0	1.0	8.7
EVENING 6:00 P.M. - 10:30 P.M. Sun. thru Sat. 2177 Calls	40.2	27.8	3.6	3.6	5.0	6.8	5.3	7.7

• *From A Co-Incidental Listening Index Report by C. E. Hooper Inc. April 9-15, 1941* •

Leaves Only One Answer Of How To Adequately Cover The Focal Point Of New York State's Prosperous Southern Tier

A Mutual
Affiliate
Station

WENY

ELMIRA, N. Y.

Representative
J. P. McKinney & Son
New York - Chicago

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor • W. R. McANDREW, News Editor
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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

Discord at St. Louis

IT IS ALMOST a tragedy that the industry was not able to maintain a united front in St. Louis. On both the monopoly and copyright situations, Mutual, feeling its oats as the newest of the networks and with all the vigor of youth, saw fit to bolt the rest of the industry.

The monopoly situation, striking at the very roots of broadcast operation, presents a new and different problem. Mutual was consistent in its position for it had advocated very much the type of rules the FCC majority so precipitately promulgated.

The copyright situation, however, is in an entirely different category. Complete victory was within grasp. Even the Mutual decision to make its own deal does not threaten the continued existence of BMI, that phenomenon of the entertainment world which in just a year had become a full-grown and all-inclusive music operation on the top rung of the Tin Pan Alley roost.

Why was it able to do this? The answer is obvious: A united broadcasting industry with the will; the prime exploitation medium, resourceful and capable, simply made up its mind to stand out against undue blandishments.

Officials of MBS, by dint of a tremendous drive for votes, won a majority ratification of reunion with ASCAP on the eve of the convention opening. These same MBS officials had seen their more affluent competitors—NBC and CBS—make their own deals with ASCAP in 1932 and 1935. That probably motivated their action in St. Louis. The cry was heard in those years that NBC and CBS had "sold the industry down the river" for dollar benefits.

Now that same charge is hurled at MBS, and some of its own affiliates are echoing it. A group of them are even saying they are going to canvass all affiliates of the network to ascertain whether the ballot box was "stuffed".

This sort of internal bickering, reminiscent of the dog-eat-dog onslaughts of a decade ago, doesn't do radio, as a whole, credit. It makes broadcasting, as an industry, appear juvenile at a time when it is well into its vigorous if frenzied adulthood.

Even if the MBS contractual arrangement with ASCAP could be undone, it wouldn't do any more than confuse an already aggravated situation. It is apparent that ASCAP music will be back on the air generally. But there is a proper and legal way of accomplishing this, particularly in view of the Department of Justice decree to which ASCAP must comply.

ASCAP's catalog is a good one, but not indispensable, as it has learned to its chagrin since Jan. 1. BMI also has a good repertoire, which is getting better every day. With both organizations functioning competitively, as they will, there should be more and better music for the nation.

If ASCAP is willing to comply with the letter of the consent decree and offer its music competitively at an equitable price, the industry as a whole will become a regular customer again. Otherwise, despite the MBS reunion, the balance of the industry can continue to get along with BMI very well. There's no longer any risk or guesswork about it.

Public Be Damned?

IF ALL NETWORKS were compelled to serve all stations, as appears to be contemplated in the Network Monopoly Report and regulations, chaos would inevitably ensue. Elsewhere in this issue, in reporting some of the practical operating effects of the projected new rules on stations and networks, we tell why. And our report is based not on the views of academic and impractical theorists but on the considered judgments of actual operators of stations affiliated with networks.

To say that the rank and file of affiliates of NBC and CBS were as stunned as the networks themselves by the new rules, would be putting it mildly. Those who took the time, many with their legal counsel, to analyze the regulations and what they really would mean in day by day operation, were generally agreed on these points:

To fit together a patchwork of hour, half-hour or quarter-hour programs from different sources would destroy any semblance of program balance.

Chain-break announcements would all but disappear.

Dead air would exist between switches from one network to another—and those who have heard European broadcasting, with its silent periods between programs, know what that could do to American listening habits.

Audience buildups by means of promotion, consecutivity on the air, certainty of before-and-after interest in fixed sustainers or commercials, and their concomitants would be a futile expense.

Revenues would be subjected to utter uncertainty.

The advertisers, reacting to listener dissatisfaction, would sour on radio—and the industry itself might actually collapse, in the view of some of the more disturbed among the network affiliates.

These are only a few of the reactions derived from practical observers, who actually work at radio and certainly should know whereof they speak. We have said before in these columns, and we cannot emphasize too strongly, that the public which is presumably represented in Washington, hasn't been complaining about network service. The affiliates by and large have been satisfied to keep their business dealings, for which the FCC majority shows such great solicitude, within the family.

The courts have stated that the FCC has no authority over the business operations of radio stations. The assumption of such authority means that Washington, injecting itself into the dollars and cents and programming phases of radio, inevitably will next step into the actual field of operation—assurances from high quarters to the contrary notwithstanding.

Guestitorial

BOOKS CAN BE INTERESTING

By KOLIN HAGER
Manager, WGY, Schenectady

EVERYONE has heard it. If the sale of musical instruments falls off, radio is charged with the red ink. When sheet music sales lag, when motion picture and bingo attendance slumps—Pass the buck to radio. The same cause is alleged when baseball or fight crowds dwindle or newspaper and magazine circulations shrink.

Not so long ago book publishers also threw their barbs into radio, claiming that Americans were becoming a nation of listeners—that they were neglecting literature to get their ideas from the voices of radio commentators, comedians and masters of ceremony.

Radio doesn't need to defend itself, but WGY, operated by General Electric Co. in Schenectady, is doing a fine job of pointing out to the book publishing houses that a skillful presentation of a book's content will promote its sale.

It is also proving to radio listeners that literature can be made thrillingly interesting on the air and it is preparing to show advertising agencies looking for that something that is different with general appeal, that a book review program can be used to sell a product in addition to books.

Speaking of Books. That's the name of this feature which WGY is offering currently on a sustaining basis. *Speaking of Books* combines showmanship, entertainment and thought-stimulating material. If, as is apparent now, this program clicks with the listener, there is no reason why an alert advertising agency should not take it over for network distribution even as *Information Please* and *Cavalcade of America* were adopted to promote sales and good-will for a product and an institution.

This book review broadcast is not just one reviewer's impressions and reactions to the printed work of a writer. In *Speaking of Books*, the author of a current publication—fiction or non fiction, travel or biography, prose or verse—is the station's guest and "appears" before the listener to answer the critical and revealing questions of a panel of three experienced literary critics.

The program is unrehearsed. As the board of reviewers has gained experience the program has come to have much of the spontane-

(*Continued on page 44*)

We Pay Our Respects To —

DONALD DWIGHT DAVIS

IF YOU had been in Kansas City on May 4, 1931, you might have observed a young and smiling agency account executive emerging from the University Club after luncheon with Charles R. Cook and John F. Cash, of the Cook Paint & Varnish Co. Don Davis had just been made president of the WHB Broadcasting Co.

As a partner in Loomis, Baxter, Davis & Whalen Inc., Davis handled the Cook Paint & Varnish Co. account. Cook's in 1930 purchased Kansas City's famous pioneer radio station, WHB. They wanted an advertising man to run it—and Davis was selected because since 1927 he had been experimenting with radio advertising.

His agency had *The Cook Painter Boys* on WDAF, with John Wahlstedt (still a WHB staff member) as "The Cook Tenor". Davis was writing European travelogues for The Travel Guild of Chicago, broadcast by Bill Hay on WMAQ when that station had its studios in Chicago's LaSalle Hotel. For Loose-Wiles candy bars, Davis had recorded in Hollywood one of the earliest transcription campaigns, with dance music by Earl Burtnett's Orchestra and songs by the Burtnett Trio and Jess Kirkpatrick. And, for Bird's Drugs of Kansas City, Davis had an act on KMBC known as *The Easy Aces*.

"I thought I knew all the answers then", says Davis, "but in 1941, ten years later, I'm not so sure. At least, however, I've assembled a long list of things that I know *won't work*—and that's a help when it comes to eliminating ideas that are unfit".

At WHB, in collaboration with John T. Schilling, the station's pioneer founder-engineer who has been its general manager since 1922, Davis brought the original *Musical Clock* to Kansas City, with Halloween Martin announcing. He originated a show that became Kansas City's oldest commercial radio program for one continuous sponsor, the *Kansas City Kiddies' Revue*, now in its ninth year on WHB for Jenkins Music Co. He put *The Weatherman in Person* on the air in 1932—believed to be a "first", nationally.

He began WHB's famous daily series of Northside Municipal Court broadcasts, later imitated in some 26 American cities. And as a service feature, he had WHB announce the correct time and temperature on every station break—baseball scores every hour on the hour—ideas also believed to be "firsts".

Meanwhile, the WHB staff grew from 12 to 50, and through the years it developed a group of artists and writers now nationally known: Louise Wilcher, CBS organist in New York; Jimmy Atkins, of the Fred Waring show; the "Three Little Words", with Phil Spitalny; Jess Kirkpatrick of WGN; Count Basie, whose *Harlem Harmonies* were a WHB feature for two years; Harl Smith's Sun Valley Lodge orchestra; and the late W. G. Moore, Royal Air Force flier in World War I and a U. S. Army Air Corps captain, who wrote *The Air Adventures of Jimmie Allen* and *Howie Wing*, Davis was Moore's personal manager.

As an advertising man, Davis has always been interested in show business—from his boyhood days in Downs, Kan., where he was born Nov. 29, 1896, and where he used to letter signs for the local "picture show" and play trap drums in the theatre pit. Those were the days of silent movies, when a pianist and a drummer provided "mood music". At Kansas U he took his A.B. in journalism, was editor of the *Daily Kansan*, publisher of the *Sour Owl* humor magazine and business manager of the senior annual, *The 1918 Jayhawker*. As business manager of the University "Soph Hop" in 1916, he produced an elaborate floor show when "floor" shows were something quite new and novel. And as an earnest civic worker in Kansas City today, he still leaps into action on community events with a theatrical angle, such as the President's Birthday Ball and the American Royal Coronation Ball.

Davis' hobbies are music, dancing, the drama, travel, reading, drumming and aviation. He is a member of the Mayor's Aviation Advisory Board, a trustee of the Kansas City Philharmonic, a director of the Kansas City Safety Council. He belongs to Mission Hills Country Club, the University Club, the Kansas City Club, the Lions' Club, the Conquistadores del Cielo of New Mexico, and the Tavern Club and the Wine & Food Society of Chicago. He is a Phi Gamma Delta, Sigma Delta Chi and a Phi Beta Kappa. He loves travel, and knows his way pretty thoroughly around the United States, Canada, Mexico, Bermuda, Cuba and Europe. He has written two books, *Manual of College Annual Management* and *Collegians Abroad*.

In 1920, Davis married Margaret Hodder of Lawrence, Kan., daughter of the late Frank Heywood Hodder, for 25 years chairman of the department of history at the State university. A daughter, Peggy Davis, is now a freshman at Kansas U, and a son, Heywood Hodder Davis, attends the fourth grade; his parents call him "Woody" and he's like his dad in one respect—Woody likes to drum, too!

Personal NOTES

OSCAR F. SOULE has announced his resignation as vice-president in charge of investment research of the Syracuse Trust Co. to take up active duties as secretary-treasurer of Onondaga Radio Broadcasting Corp., operator of WFBL, Syracuse.

GEORGE JACKSON, formerly associated with key stations of the Michigan Radio Network and with KFAC, Hollywood, has been appointed assistant manager of WBOW, Terre Haute, Ind.

WINFIELD HUNTER, chief of the traffic department of WLW, Cincinnati, has been ordered to report to Camp Davis, Hollyridge, N. C., May 21. He is a first lieutenant.

JOHN E. FETZER, president and manager of WKZO, Kalamazoo, Mich., has been elected president of the local Chamber of Commerce.

ROBERT C. COLESON, administrative executive of the Radio Branch of the Bureau of Public Relations of the War Dept., was in Los Angeles last week to attend the dedication of the B-19, world's largest bomber.

JOHN F. GRAYDON, formerly vice-president and director of N. W. Ayer & Son of Canada, Toronto, and with the N. W. Ayer organization in the United States for many years, has joined Canadian Facts Registered, Toronto, research organization.

EDWIN E. DOWELL, 25, manager of the Toronto bureau of British United Press, has been promoted to assistant manager of British United Press in Canada. He will continue to headquarter in Toronto where he has been located since June, 1940, as Toronto bureau manager and BUP business manager. Dowell joined BUP in September 1938 coming from the UP office in Seattle. BUP announces that on May 21 full radio wire service starts in CKCO, Ottawa, bringing the total of Canadian stations taking the service to 29.

FRED CRAWSHAW, account executive of KFRC, San Francisco, a lieutenant in the Naval Reserve, recently was called to active duty.

STERLING FISHER, CBS director of education, has been elected to a fellowship in the American Assn. for the Advancement of Science.

LARRY FIELD, of the sales staff of Edward Petry & Co., New York, recently married Marjorie Mayer of New York.

MORT SILVERMAN, formerly of WINS, New York, has joined the sales staff of WDAS, Philadelphia.

PETER ZANPHIR of the CBS sales promotion department is the father of a baby girl born May 11.

LOUIS S. SIMON, account executive of KYA, San Francisco, and Miss Gertrude S. Karp, have announced their engagement and plan a San Francisco wedding June 8.

WALTER M. HARRISON Jr., on the news staff of KLZ, Denver, until his induction in the Army last February, has returned to Denver as public relations man for radio at Lowry Field, U. S. Army Air Corps technical school.

AL NELSON, general manager of KGO-KPO, San Francisco, has been elected to the board of directors of the San Francisco Festival Assn.

IRVING F. WELCH, general manager of WCOA, Pensacola, Fla., was recently selected to serve on the "Fan's all-star team" committee of Pensacola, which selects all-stars of the Southeastern League to play against the league-leading team in July.

JAMES LARKIN, formerly of the commercial staff of WCOA, Pensacola, Fla., is at present stationed at Fort Crockett, Galveston, Tex., as a lieutenant in the 265th Coast Artillery. N. O. Valley formerly secretary for a southern credit concern, has been added to the sales staff of WCOA.

W. H. WRIGHT, of Stovin and Wright, station representatives, is in charge of training speakers for the forthcoming Canadian Victory Loan in the Toronto region.

EDWARD F. ROACHE, formerly of the WBBM, Chicago, sales department, on May 5 joined The Katz Agency, Chicago. Roache replaced Robert Whitaker who resigned to join the advertising department of *Good Housekeeping* magazine, same city.

JOHANNES STEEL, foreign news analyst of WMCA, New York, on May 10 flew to London for a two-week stay interviewing leaders of the British Government on the progress of the war. During his absence, Burnet Hershey, president of the Overseas Press Club, is handling his 7:45 p.m. news period on WMCA.

ED HEATON, formerly of the Russel M. Seeds Co., Chicago advertising agency, is now manager of KTSW, Emporia, Kan.

Alexander Herbert

ALEXANDER HERBERT, 70, founder and former president of Philip Morris & Co. (Philip Morris cigaretts), heavy user of network radio, died May 8 at his Beverly Hills, Cal., home. He retired from business 15 years ago.

BEHIND the MIKE

RICHARD NORMAN, former announcer of WOV, New York, has joined the announcing staff of W71NY, FM station owned by WOR, New York.

SHOLOM SECUNDA, author and composer for 12 years with each of the four Brooklyn stations now merged into WBYN, Brooklyn, has been named musical director of WBYN.

R. MELVIN QUINN, announcer of WRAW-WEEU, Reading, Pa., has joined WBAL, Baltimore.

WILLIAM GRISKEY, formerly of WBEN, Buffalo, and John Fell, of WCOL, Columbus, have joined KYW, Philadelphia.

CHRIS MacDONALD, formerly of WTEL, Philadelphia, has joined WSNJ, Bridgeton, N. J. Arnold MacDonald, also of WTEL, was drafted for military service.

RAY ERLENBORN, Hollywood producer of the CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a role in the Talisman Pictures Corp. film, "Murder in Khaki".

HANLEY STAFFORD, Hollywood actor on the NBC *Maxwell House Coffee Time* program, sponsored by General Foods Corp., New York, has been signed for a role in the Universal Studios film, "Radio Revels".

FRANK SHAFFER, formerly of WCMI, Ashland, Ky., and WAJR, Morgantown, W. Va., has joined WBLK, Clarksburg, W. Va.

IT'S W BIG!

The MAGIC CIRCLE

SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!

Columbia Broadcasting System affiliate.

GREENSBORO N.C.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

JAMES R. CONWAY, formerly of WISN, Milwaukee, has joined the announcing staff of WBBM, Chicago.

GORDON ROTH, announcer, formerly of KRE, Berkeley, Cal., has joined KSRO, Santa Rosa, Cal. as announcer-producer.

TRO HARPER, special events announcer of KSFO, San Francisco became the father of a 7-pound baby girl on May 1. Mrs. Harper was formerly a radio actress.

DEL GOODWIN, new to radio, has been added to the announcing staff of KRE, Berkeley, Cal.

MATTHEW McENIRY, announcer of KLZ, Denver, has been named public address announcer at the local Lakeside Amusement Park's midget auto races, his fourth year handling that job.

WINFIELD R. LEVI, of WSAI, Cincinnati, has been promoted to assistant to director of sales promotion, succeeding Mack Booze, resigned.

RAY BOOKER, driver of the portable transcribing laboratory ,of WKBN, Youngstown, on May 2 left to join the Air Corps at Patterson Field, Ohio.

GEORGE TRAVIS, 18, is the youngest engineer at WICC, Bridgeport. He recently joined the staff.

ROBERT DILLER, formerly of WMRO, Aurora, Ill., has joined the announcing staff of WIND, Gary, Ind.

WILLIAM ADAMS, formerly writer and producer of WBAA, West Lafayette, Ind., has joined the continuity department of WLS, Chicago.

MRS. LARRY CLEMENTE, who before her recent marriage was continuity director of WCOA, Pensacola, Fla., will continue in the same capacity.

GENE LaVALLE, veteran character actor on the networks, has joined WCKY, Cincinnati, to handle several shows.

BRYCE OLIVER, who for five years conducted *Undercurrents of the News* on WEVD, New York, after a two-months absence is heard twice weekly at 9:15 p.m.

FABIAN HUME, news analyst, has been engaged by WFCI, Pawtucket, R. I., to conduct a twice-weekly, quarter-hour news commentary.

BILL MORTON has been named public relations director of WFCI, Pawtucket, R. I.

MEL JACOBY, former broadcaster and UP correspondent, has arrived in Chungking, China, via clipper to be correspondent for NBC there.

LOUIS S. KAYE, writer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co., Chicago (toothpaste), has written a musical story titled "College Savages" which Universal Pictures is considering for purchase.

EARLE WENNERGREN, formerly of CBS-Hollywood mailing department, has been promoted to the publicity staff, Tamara Andreeva has resigned as staff fashion editor.

ILYA LASKOFF, music editor of the CBS publicity department, on May 20 and 27 will make his American debut as a conductor, directing two Beethoven programs with the Columbia Concert orchestra, broadcast on CBS 4:45-5:15 p.m.

GENE COLLEY formerly of KOB, Albuquerque, N. M., has been added to the announcing staff of KGHF, Greeley, Col.

JON DUFFY, formerly agricultural director of WNOE, New Orleans, has been appointed program and musical director of the station.

CHARLES NORWOOD, formerly of the NBC page staff, and Edward Burns, from the local civic theatre, have been made announcers of WGNY, Newburgh, N. Y.

Meet the LADIES

DOROTHY B. ROBINSON

DRAMATIC ABILITY, keen business judgment and a sense of humor have combined to earn Dorothy B. Robinson, manager in charge of local sales, the title of "most important woman at WTAG, Worcester". Leaving the stage in 1930, "Robbie" broke into radio producing, directing and acting in radio plays. She clearly demonstrated her business ability by bringing countless contracts for WTAG, by selling time on the side. Not content with this she added commercial continuity and script writing to her accomplishments. Now celebrating her 11th year with WTAG, Robbie is preparing for even further conquests in radio.

Fun With Furs

THE telephone bill at WNEW, New York, should run fairly high this month and David Lowe, the station's screen and theatre reviewer, feels responsible. On his program, he has been telling listeners to call WNEW, reverse the charges and get from him personally details on his sponsor's new money-saving fur storage and repair plan. Through some freak atmospheric condition, WNEW's signal carried through to Florida the other day and a Mrs. Anne Brody, interested in the fur storage proposition, called David Lowe—and of course reversed the charges!

RHONA LLOYD'S theme song for her *Golden Bars of Melody*, sponsored by the Fels-Naptha Soap Co. on WFIL, Philadelphia, has been purchased by BMI. The song, *Rise Up & Shine Up America*, was written by Gwen Schoch and Duke Morgan.

NAIPH J. ABODAHER, formerly with WJR, WLW and WKY, has been named publicity and continuity director of WKZO, Kalamazoo, Mich.

JOHN C. CROPLEY, formerly of WLVA, Lynchburg, Va., has joined the announcing staff of WFAS, White Plains, N. Y.

R. G. BUCKINGHAM has joined CKNX, Wingham, Ont., as news editor, succeeding Harry J. Boyle, who has joined the *Stratford Beacon-Herald*.

Revised KSL Personnel

REVISION of the personnel of KSL, Salt Lake City, was announced last week, with Ivor Sharp assuming the title of director of station operations and Earl J. Glade taking the title of vice-president. Both were at the NAB convention in St. Louis, where Mr. Glade took a prominent part in the IRNA deliberations. Other staff titles are: D. H. Vincent, auditor; Lennox Murdoch, commercial manager; Edward J. Broman, sales manager; Glenn Shaw, production manager; H. Perry Driggs, promotion director; E. G. Pack, technical director; Willice E. Groves, chief engineer.

Jones to CKLW Post

RICHARD E. JONES, Detroit advertising and public relations executive, has been appointed to the newly-created post of sales promotion and public relations director of CKLW, Detroit-Windsor. Mr. Jones at one time did national sales promotion work for Brunswick records, and has been identified with various phases of radio retailing, retail advertising, and public relations. He will continue to serve as publicity director for Hotel Statler, Detroit, and as public relations counsel for two large Detroit retail chains.

Reporters Turn Authors

JO RANSON, radio editor of the *Brooklyn Eagle*, and Oliver Pilat, *New York Post* reporter, have written a history of Coney Island to be published in July by Doubleday Doran. The book, first of its kind and tracing the history of the world's most amazing outdoor recreation center, is called *Sodom by the Sea: An Affectionate History of Coney Island*. A large number of performers from stage, screen and radio received their professional start in honky tonk side shows, dancing pavilions and amusement parks in Coney Island and their seashore experiences are recorded.

Lloyd Heads Nielsen

DR. EDWARD L. LLOYD, vice-president of the A. C. Nielsen Co., national research organization with headquarters in Chicago, has been appointed managing director of A. C. Nielsen Co. Limited, with headquarters in England. He will succeed L. E. Scriven as head of the British Index services. Mr. Scriven was released from that position to serve as Deputy Assistant Director of the Priorities Division in the office of Production Management, Washington.

Dr. William Davenport

DR. WILLIAM DAVENPORT, 76, known to Philadelphia radio audiences as the *Dramatic Voice of the Air* over WDAS, died May 11 in Philadelphia General Hospital. Before entering radio work, he was a Shakespearean actor and was in silent movies.

Where Do They Go In The Summer ?
TO
The Lakes
and the Mountains
of NEW HAMPSHIRE
WLNH - LACONIA
J. H. McGILLVRA—Representative

XUM

How to make 5,000 watts do the work of 480,000—

WMCA *now* is a 5,000 watt station, day and night. BUT, of even greater importance, it's *first* on the dial in New York. It's an engineering fact that the lower the frequency the longer the wave-length. And, the longer the wave-length the stronger the primary signal remains as you move away from the transmitter... based on curves prepared by the FCC.

FOR EXAMPLE, ***if a non-directional ★ antenna were used:***

WMCA would lay down a 2 millivolt signal 43 miles away from the transmitter. (The FCC considers a signal of this density good coverage of city residential sections.)

WMCA ***at*** **570** ***kc*****.........5,000** ***watts required to deliver 2 millivolts 43 miles***

If WMCA were on a 1000 kc. frequency it would need 76,500 watts to deliver a 2 millivolt signal 43 miles away.

IF WMCA ***were at*** **1000** ***kc*****......76,500** ***watts would be required to deliver 2 millivolts 43 miles***

If WMCA were at 1200 on the dial it would require 158,000 watts to transmit a 2 millivolt signal 43 miles distance.

IF WMCA ***were at*** **1200** ***kc*****.....158,000** ***watts would be required to deliver 2 millivolts 43 miles***

And, if WMCA were at the extreme end of the dial (1600) it would require 480,000 watts (not a typographical error) to deliver a 2 millivolt signal 43 miles away.

IF WMCA ***were at*** **1600** ***kc*****.....480,000** ***watts would be required to deliver 2 millivolts 43 miles***

(sorry, no room)

★ Actually WMCA triples its power through the use of a three element directional antenna which amplifies the signal toward New York City, Long Island, Westchester and Connecticut.

wmca—AMERICA'S LEADING INDEPENDENT STATION

NEW YORK: WMCA Bldg., 1657 B'way Chicago: Virgil Reiter & Co., 360 N. Michigan Ave.

CONGRESS PROTEST URGED BY CALDWELL

AN ALL-OUT radio protest of the trade to their Congressmen over the FCC's Monopoly Report was urged in an editorial by Orestes H. Caldwell, editor of *Radio & Television Today* and former member of the FCC, in the current issue of that trade journal.

"If the Commission's destructive orders are carried out", he said, "much of local broadcast station service will return to the status of honky-tonk music, cheap phonograph records, advertising blurbs, dreary local programs, poor talent, uninteresting and interminable speeches. Gone from the homes of America will be the great music, great dramas, great artists, overseas reports from European capitals, broadcasts of national events".

Caldwell then addresses tradesmen and manufacturers of the industry: "This FCC torpedo", he went on, "is not aimed at American broadcasting alone, Mr. Radio Man. It is aimed at the business of every radio dealer, every serviceman, every distributor, every manufacturer. In proposing this crushing blow, the FCC has stepped beyond any authority Congress ever gave it.

"If you do not want to see American broadcasting torpedoed, and your own business sunk along with it—explain this situation to local leaders in your community, tell your customers about it, and protest to your Congressman and Senators at once!"

WERC, Erie, and WKWK, Wheeling, W. Va., both CBS affiliates, have appointed International Radio Sales as national representative.

HOW YA DOIN' IN RABBIT HASH (Ky.)?

Call us a liar if you want to—but Rabbit Hash is a real Kentucky town (pop.: 25!). Likewise, Pigeon-roost, Ashcamp and Salt Gum—all kinda typical of what you *don't* pay for when you use WAVE! Our rates are based primarily on the big Louisville Trading Area—where the defense program has swelled the normal *weekly* payroll of $2,000,000 to more than $3,150,000! That's what you want, and that's what you *get*—with WAVE!

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Guestitorial

(*Continued from page 41*)

ous pacing which makes *Information Please* one of the most interesting shows on the air. In Basil Davenport, of the editorial board of the Book of the Month Club and Fred L. Schwed Jr., writer, humorist and reviewer, WGY has two men of keen, photographic memory and the faculty of turning a sparkling phrase to enliven the proceedings.

By their questions the reviewers reveal the background, the inspiration of a particular work. They help the listener to understand what puts a writer in the big money. In addition to the regular reviewers, a guest literary light is invited to the proceedings, generally someone particularly interested in the type of book under discussion.

When William E. Dodd Jr., editor of *Ambassador Dodd's Diary*, appeared to give some of the background of the volume, Wythe Williams, foreign correspondent and journalist who was in Germany during Prof. Dodd's ambassadorship, served as visiting or guest reviewer.

Alice Duer Miller, author of *The White Cliffs*, was greeted not only by the Messrs. Davenport and Schwed but by Sarah Henderson Hay, poet. Incidentally Mrs. Miller's appearance on *Speaking of Books* synchronized almost to the hour with *Life's* publication of nearly a third of her story in verse.

Other authors who have appeared on WGY's *Speaking of Books* programs have been Elizabeth Dewing Kaup, author of *Not for the Meek*, a Literary Guild selection; Rockwell Kent, whose *This Is My Own* was written about places and people in WGY's listening area; Perry Burgess, whose work *Who Walk Alone* has been proclaimed the most creative book of the year. Guest reviewer with Mrs. Kaup was Dawn Powell, novelist and playwright. James T. Farrell, author of *Studs Lonigan*, and Burton Rascoe were on the review panel when Rockwell Kent appeared at the microphone.

Speaking of Books is still in process of development as a broadcast feature and is subject to production change from week to week. However the audience response thus far has been wholeheartedly favorable. Organizations dedicated to the promotion of more and better educational programs have endorsed the show and book publishers are giving it enthusiastic support.

Campbell Spots

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), is currently running a varying schedule of spot announcements on six stations. Those selected are WMAQ, Chicago; KPRC, Houston; WFAA, Dallas; KFBI, Wichita; WDAF, Kansas City, Mo.; WIBW, Topeka. Agency is H. W. Kastor & Sons, Chicago.

AGENCY *Appointments*

MAIER-ROEDEL BAKING Co., Chicago (Mai-Roe Bakery products), to MacDonald-Potter, Chicago. Will use radio in fall.

HOLLYWOOD CANDY Co., Centralia, Ill. to Anfenger Adv. Agency, St. Louis. On May 12 started a five-week schedule of six-weekly spot announcements.

GARRETT & Co., Brooklyn (wines), to Ruthrauff & Ryan, N. Y. No radio plans formulated.

F. AD. RICHTERS & Co., Brooklyn, has appointed H. W. Kastor & Sons, Chicago and New York, for it's new product 3X3 Combination for athlete's foot and 3X3 Brand powder. Newspapers will be used with radio likely to be added later. The agency also handles Pain Expeller Liniment, made by the same company.

JOSEPH SCHLITZ BREWING Co., Milwaukee (beer) to McJunkin Adv. Co., Chicago. Radio campaign to promote "Old Milwaukee" beer now being formulated.

KOOBA; Corp., New York (Kooba Kola soft drinks) to Harry A. Berk Inc., New York. Using spot announcements in the New York market.

ATLAS BREWING Co., Chicago, to Arthur Meyerhoff & Co., same city. On May 8 firm started varying schedule of spot announcements on WJJD WCFL WGN, Chicago, and WIND, Gary, Ind. Contracts are for 13 weeks.

ARNOLD, SCHWINN & Co., Chicago (bicycles), to Aubrey, Moore & Wallace, Chicago.

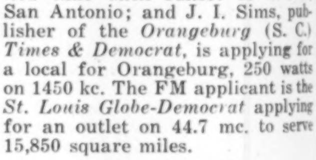
More Newspapers Apply To Operate New Stations

APPARENTLY unperturbed by the FCC's "crackdown" Order No. 79 issued March 19, four more newspapers have applied within the last 10 days for radio facilities—three for standard broadcast stations and one for an FM outlet.

The *Camden* (N. J.) *Courier-Post*, of the same ownership as the *Philadelphia Record*, operator of WHAT, seeks a station in Camden on 1540 kc. employing 500 watts night and 1,000 day; the *Concord* (N. C.) *Tribune* asks a Class II regional in Concord on 1200 kc. using 1,000 watts to operate limited time until sunset of WOAI, San Antonio; and J. I. Sims, publisher of the *Orangeburg* (S. C.) *Times & Democrat*, is applying for a local for Orangeburg, 250 watts on 1450 kc. The FM applicant is the *St. Louis Globe-Democrat* applying for an outlet on 44.7 mc. to serve 15,850 square miles.

Grove on 76

GROVE LABS., St. Louis (Chill Tonic), on May 12 started a varying campaign which runs 21 weeks on 76 stations. Schedule calls for one-minute transcribed announcements, 5 to 15-minute news broadcasts and quarter-hour hillbilly shows. Agency is H. W. Kastor & Sons, Chicago.



"I'm saving my apple for an announcer on WFDF Flint Michigan, now that he has a kilowatt on 910."

Theatre Television by Autumn Forecast As Large Crowd Observes Boxing Match

THEATRE TELEVISION in New York moved a step closer to realization with the demonstration conducted by the RCA Mfg. Co., May 9 when the Ken Overlin-Billy Soose middleweight championship fight was televised from Madison Square Garden to the New York Theatre and projected on a screen 15 x 20 feet.

The demonstration was staged for an invited audience of 1,200 radio, film, sports, and newspaper executives. Preceding the boxing match, the audience witnessed a news broadcast by Lowell Thomas, a *Parker Family* playlet, and a roundtable discussion under the direction of T. F. Joyce, vice-president of RCA Manufacturing Co.—all televised from NBC studios in Radio City.

In Operation by Autumn

The complete television show reached the theatre at 254 West 54th St. from Radio City over a balanced telephone wire, a special wire for television signals. The fight signals were transmitted from Madison Square Garden to Radio City and relayed to the theatre, forming a circuit, which comprised on a small scale the basic television network which RCA engineers predict will one day bring televised events to every neighborhood movie.

Theatre exhibitors in attendance were impressed with boxoffice potentialities of large screen television; and although minor imperfections, such as improper lighting, were evident, it was generally felt that theatre television "had arrived". RCA officials predicted that large-screen television would be in operation in New York theatres by next fall, and that while they had already received a number of inquiries from theatre owners, they are proceeding with the entire project with caution.

Cost of installation of the equipment in a theatre is estimated at $25,000 to $30,000. These costs, it was said, could not be considered too high even for neighborhood movies, if the telecasts would attract large crowds.

What effect large-screen television would have on home television, was not predicted, but an RCA executive stated that theatre television would acquaint large masses with the possibilities of television and stimulate the sales of television sets.

Cramer Appointed Head Of DuMont Video Sales

LEONARD F. CRAMER, for many years with the sales and production departments of Allen B. DuMont Labs., has been named sales manager of the instrument and video equipment divisions of that company. The appointment came with announcement that since television developments soon will enter the commercial stage, DuMont is concentrating its television transmitting achievements, engineering and production facilities to "serve the rising tide of video broadcasting activities".

Simultaneously the appointment of Harry Halinton as sales representative for the Minnesota territory was announced by the company. Halinton is a graduate of the New York Electrical School and the Milwaukee School of Engineering, and while at school served on the technical staffs of WISN, Milwaukee, and later WTMJ. For years he was engaged in manufacturing custom-built radio sets, and has manufactured and distributed electronic devices, and more recently has been a manufacturers representative for well-known lines in his territory.

DIRECTORS of the Philco Corp. on May 12, declared a dividend of 25c per share, payable on June 12, 1941, to stockholders of record on May 26. This is the second dividend of 25c declared this year.

HIGH ABOVE the turbulent Niagara River, Ben Bezoff, special events director of WHLD, Niagara Falls, N. Y., chooses this precarious position on the brink of the gorge to originate a special broadcast describing the progress of the construction of the new Rainbow Bridge just below Niagara Falls. The bridge will replace the old suspension bridge destroyed by ice and wind two winters ago.

Seek Utica Local

LAWRENCE SOVIK, one-third owner of WOLF, Syracuse, is a minority stockholder in the Midstate Radio Corp., applicant for a local in Utica, N. Y., 250 watts on 1450 kc. Stockholders are Robert Trent Jones, golf course architect and operator, president, 38%; Arthur Carter, vice-president and secretary, 12%; Daniel B. Conger, formerly in the feed business, treasurer, 12%; and Mr. Sovik, 8%.

Du Mont Video Equipment

AS A MOVE to simplify and coordinate television studio and remote pickup equipment and to supply telecasters with the necessary apparatus at a minimum investment, Du Mont engineers have broken down the equipment into individual units which may be linked into chains for whatever type of pickup is desired, studio or remote pickups of live subjects or film pickups, and with one or two cameras. Units are interchangeable and may be linked in various combinations. They are made to a uniform cabinet design and each unit is fully portable.

Where are your customers in the summer?

WE can't speak for the whereabouts of all summer vacationists. But if you'd drop in most any day during July and August at Champlain or Lake George or Saratoga, you'd probably see a lot of familiar faces.

Thousands of your customers will come to the Adirondacks, Berkshires, Catskills, and Green Mountains this year. And while they're here they'll most likely listen to the Great Northeast's* favorite station—WGY.

Why not be there with your customers? Take advantage of WGY's extra summer tourist circulation. Advertise your product to the vacation resorts, as well as to the homes of the Great Northeast. You can do it with WGY's 50,000-watt signal.

For information about the only station that completely covers this 1½-billion-dollar market write to WGY—or ask at any NBC Spot Sales Office.

*Eastern and central New York and western New England.

WGY-45

GENERAL ELECTRIC

WGY

50,000 WATTS

SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices

NEW YORK CHICAGO DETROIT HOLLYWOOD
CLEVELAND PITTSBURGH BOSTON SAN FRANCISCO

Spots for Mason Jars

KERR GLASS MFG. Corp., Los Angeles (mason jars), out of radio for some years, on June 1 starts for eight weeks using five spot announcements weekly on 10 stations nationally. List includes WSB WLS KOA WHIP WHAS KGW KTSA KFNF WCCO WIBW. Agency is Raymond R. Morgan Co., Hollywood.

Ice Cream Test

FENN BROTHERS Co., Sioux Falls, S. D. (Butter Brickle ice cream) is testing one-minute spot announcements five times a week on WCCO, Minneapolis; WHO, Des Moines; KCMO, Kansas City; KOIL, Omaha; KFAB, Lincoln. Agency is BBDO, Minneapolis.

Those We Love

JUNE 6 is the date for the national release of a Paramount one-reeler entitled "Those We Love", a short-subject which dramatizes the production of CBS's Monday night dramatic feature, *Those We Love*. The picture was produced by Ted Lloyd and is narrated by Jimmie Fidler. The entire producing staff of the radio program and the stars of the program, including Nan Grey, Richard Cromwell, Donald Woods, Oscar O'Shea and Alma Kruger, are featured in the picture.

"IS THAT-UN THE BIGGEST YOU GOT?"

There's nothing puny about Hiram's purchases, no matter what he sets out to buy! He and the other folks here in the Red River Valley buy 46% of all retail products sold in North Dakota, South Dakota, and Minnesota combined (minus the counties containing Minneapolis and St. Paul)!

Fellers, here's a prosperous, million-plus market just itching to buy what you have to sell! And it's all yours with WDAY! Want us to prove it?

WDAY, INC.
N. B. C.
FARGO, N. D.
970 K. C. . . 5000 WATTS, FULL TIME
Affiliated with the Fargo Forum
FREE & PETERS, Nat'l Representatives

David B. Stein Is Named To WHN Chicago Office

DAVID B. STEIN, for six years radio director of Kal Advertising, Washington, on May 19 becomes Chicago representative of WHN, New York, in charge of its office at 360 N. Michigan Ave. He succeeds Harold Makelim, who resigned to assume the presidency and general managership of The Covert Co., Chicago production firm.

Mr. Stein

Mr. Stein, a native of Washington, at one time was with Paine, Webber & Co., New York stockbrokers, and later in the merchandising departments of the Gimbel and Stern stores in New York. While with the Kal agency he handled the Cherner Ford account and was largely responsible for breaking down the resistance of local department stores to radio, selling the Hecht Co. the news commentaries of Baukhage, of NBC.

Mrs. Stein, the former Mary Louise Moy, is secretary to William B. Dolph, manager of WOL. She has resigned as of June 1 to join her husband in Chicago.

NEWS OF DEFENSE
Government Supplies Report For WLS, Chicago

OFFICE of Government Reports in Washington at the request of Glenn Z. Snyder, manager of WLS, Chicago, is furnishing that station with a daily five-minute summary of national defense news for broadcast on the WLW *Dinnerbell Program* as a special feature.

In requesting the service to WLS Mr. Snyder stated that "while we receive all the news from the various news agencies any news pertaining to national defense is most important and the WLS farm audience—particularly the farm audience—would welcome an over-all day-by-day picture of governmental activities as news from an official source".

The *Dinnerbell Program* has been a feature of WLS since that station went on the air in 1924 and is broadcast from 12-12:30 noon.

TRAVELOGUE of the United States, shortwave feature of WGEA and WGEO General Electric stations in Schenectady, enters its fifth year this month. Known the world over, the program describes for potential visitors or for any other listeners who want to learn more about the U. S., places of interest of all types, in all parts of this country and its territories. Program, sponsored by the American Express Co., started as an English broadcast but proved so popular Spanish and Portuguese versions have been added, as well as KGEI, San Francisco shortwave outlet.

"TO FURTHER a greater understanding between the Christian peoples of America and other lands," WRCA and WNBI, NBC's international stations, are shortwaving to Europe a devotional series, Sundays at 1:45 p.m., for rebroadcast by the BBC. Non-denominational, they were arranged in cooperation with the new International Religious Broadcasting Committee.

Agencies

EARLE A. BUCKLEY, president of the Earle A. Buckley Philadelphia agency, has been appointed consulting expert to the Treasury Department in Washington and placed in charge of direct mail selling of United States Defense Savings Bonds.

WILL B. PRESBA, secretary of Presba, Fellers & Presba, Chicago, is the father of a girl born May 12.

RICHARD MARVIN, New York radio director of William Esty & Co., is currently in Hollywood conferring on prospective plans for the weekly CBS *Hollywood Premiere*, sponsored by Lever Bros., Cambridge, Mass.

FREDERIC W. ZIV, head of the Cincinnati agency bearing his name, is back at his desk after two weeks in the hospital where he underwent an operation for the removal of a bone from his foot.

FRANK SCHLESSINGER, manager of the San Francisco office of Allied Adv. Agencies and Mary Milford, actress of KPO-KGO, were married May 5 in Ross, Cal.

RUSSELL DIETRICH of Milwaukee, has joined the Frederick C. Schnake Adv. Agency, same city, as art director and production manager. Lois A. Parsons, office manager of the agency, has been named head of the enlarged radio continuity department.

ARTHUR DOLE recently joined Cesana & Associates as San Francisco office manager.

JOHN L. BOGERT, director of research since 1939 for Benton & Bowles, has been elected a member of the board of directors.

EARLL W. CLEMENTS, for several years account executive of the Chicago branch of Campbell-Ewald has been promoted to a vice-president, effective May 1, and has assumed additional responsibilities in the direction of the Chicago office.

NAN M. COLLINS, account executive of Roland G. E. Ullman Agency, Philadelphia, has resigned to direct public relations of the Foundation for Clinical & Surgical Research, Philadelphia.

CURTIS BERRIEN, formerly of BBDO and McCann-Erickson, New York, has joined the copy staff of Lennen & Mitchell, New York.

BURTON BROWNE, president of Burton Browne Inc., Chicago, is the father of a baby girl born recently.

F. T. McCAIN, for the last four years director of media of Evans Associates Inc., Chicago, has become a partner and general manager of Burns & Potter, Chicago advertising agency and merchandising counselors.

MILDRED FENTON, formerly script editor of Blackett-Sample-Hummert, New York, has joined the staff of Ted Bates Inc., New York, as script editor of daytime programs and director of casting.

MARIANE L. GRAHAM, formerly of WEBC, Duluth, has joined Glasser-Gailey & Co., Los Angeles, as copywriter.

GE Defense Series

AS A CONTRIBUTION to national defense, General Electric Co., Schenectady, has started a new series of programs on NBC-Blue, planned to give the listening public a weekly report of industry and the defense program. Titled *News of the Week in Industry*, the quarter-hour Thursday evening programs will feature John McIntyre in a summary of business and industrial activity as collected by the staff of *Business Week*. No commercials will be included. Series was placed through Maxon Inc., New York.

AFTER 11 YEARS Victor M. Ratner, director of sales promotion, resigned to take an executive position at Lord & Thomas. Here he accepts a battered alarm clock with no hands from Frank N. Stanton, director of research. After they had their joke, Ratner's friends and associates at CBS presented him a handsome watch at a cocktail party in his honor. Directly behind Mr. Ratner sat Pat Dolan, director of sales promotion for Columbia Records, and Louis Hausman, CBS sales promotion executive.

Tri-City Record

WHAT WAS BELIEVED to be the largest order for a single day ever placed in the Tri-City area took place May 7 when Breslaw Bros. chain furniture organization went "all out" to promote the opening of a new store in Schenectady, N. Y. It took over all available time and station breaks on WTRY, Troy. The account took 6½ hours between sign-on and sign-off and had 27 spot announcements.

AGMA Suit on Docket

SUIT OF American Guild of Musical Artists to restrain American Federation of Musicians and its president, James C. Petrillo, from forcing AGMA instrumentalist members to join AFM under threat of being otherwise barred from employment on radio, stage and screen, is scheduled to be heard by the New York Court of Appeals at Albany May 19. AGMA will ask the Court to set aside the decision of the Appellate Division which dismissed AGMA's suit against Petrillo and the AFM and denied AGMA a temporary injunction [BROADCASTING, Feb. 24].

J. FRANKLIN VIOLA, New York, foreign language station representative, has moved his office from 56 West 45th St. to 152 West 42d St. Telephone number is Chickering 4-3254.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

GOOD JUDGMENT
Placing spot business in the Hartford Market? It's good judgment to choose the station that gives you all three:—coverage, programs, rate!
Basic CBS for Connecticut
CBS

Blanks With Glass Base Exhibited at Convention

SUCCESSFUL production of glass base recording blanks has been announced by Audio Devices, New York producer of instantaneous recording discs. This, it is claimed, will allow the more than a million pounds of aluminum used yearly by manufacturers of recording discs to be used in the production of bombers.

The new glass base has been found to fill the requirements of being thin, completely flat, flawlessly smooth, free from any tendency to spring or warp and to have a surface to which the acetate coating will properly adhere.

The new glass base strongly reinforces the base of the discs and allows shipping to all parts of the country without damaging the blanks. In addition, new packaging methods has been worked out for the shipments. The discs and packages were displayed at the NAB Convention last week in the New Jefferson Hotel in St. Louis.

Spots for Bedding

MOHAWK BEDDING Co., Chicago (Mohawk mattress), on May 5 started a varying schedule of three to six-weekly quarter-hour hillbilly programs on WOWO, Fort Wayne, Ind.; WLW, Cincinnati; KMA, Shenandoah, Ia.; KDKA, Pittsburgh. Contracts are for 13 weeks. Agency is Schwimmer & Scott, Chicago.

WAAF Wage Pact

WAAF, Chicago, signed a contract with AFRA, covering announcers and staff talent. Contract provides for wage increase from $35 to $50 a week. Agreement will be in effect until Nov. 1, 1943. In addition, the working week has been cut from six to five days.

Forms Production Firm

ALLEN FUNT, formerly radio and copy director of Franklin Bruck Adv. Corp., New York, has formed the Radio Production Co. with offices at 52 Vanderbilt Ave., New York. Telephone number is Murray Hill 4-6148.

WLAC, Nashville, has placed the order for its new 50 kw. transmitter with Western Electric. The 407 A-4 unit is scheduled for delivery in latter 1941.

BMI Signs Straus

OSCAR STRAUS, Viennese composer, has signed a contract giving BMI an option on his unpublished works, the immediate exclusive rights to license performance and recording of his operettas in their dramatic form and the exclusive right to license the performance of individual Straus tunes after the expiration of his membership in the French performing rights society, SACEM. Composer of "The Chocolate Soldier" and other operettas, Mr. Straus fled Vienna after the Nazi occupation in 1938 and went to France, coming to America last year.

THE WORLD'S Greatest Stories
with Nelson Olmsted

A 15-minute program that is going places — a feature that has been acclaimed because of its entertaining and informative value.

This series of best stories written by the world's greatest authors and presented by Nelson Olmsted, has a very broad appeal because everybody, regardless of age, enjoys a good story.

Being a one-man show, its structure is extremely simple and the cost unusually low.

It may be broadcast from one to five times a week either day or night.

This great, inexpensive program, together with WENR, 50,000-watt Chicago key station of the NBC Blue Network, famous for its features and responsive audience, is a tremendous sales weapon that will produce greater sales and profits with less effort in America's second largest market.

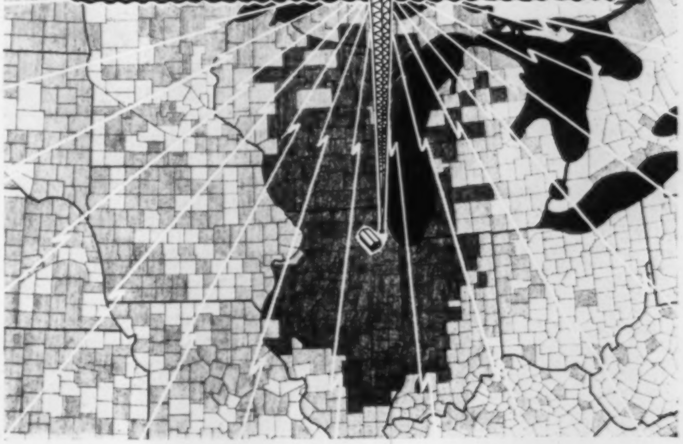
★

Further information about "The World's Greatest Stories" and Station WENR upon request, and remember

YOU GET MORE FOR LESS ON

WENR

Represented Nationally by NBC Spot Offices in New York, Chicago, Boston, Washington, Cleveland, Denver, San Francisco, and Hollywood.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport

Ward Baking Co., New York (bread), 108 *ta*, thru Sherman K. Ellis Inc., N. Y.
Lever Bros., Cambridge (Swan), 370 *ta*, thru Ruthrauff & Ryan, N. Y.
Lewis Clothes, New York, 102 *sa*, thru Sawdon Agency, N. Y.
Hub Clothes, New York, 52 *ta*, thru Sawdon Agency, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 100 *sa*, thru Franklin Bruck Adv. Agency, N. Y.
G. Kreuger Brewing Co., Newark, 50 *sa*, thru Compton Adv., N. Y.
Roxy Clothes, New York, 65 *sa*, thru Peck Adv. Agency, N. Y.
Kirkman & Son, New York (soap), 18 *sa*, thru N. W. Ayer & Son, N. Y.
Hudson Motor Car Co., Detroit, 12 *sa* weekly, thru Brenallen Agency, N. Y.
Ex-Lax Inc., Brooklyn (proprietary), 115 *ta*, thru Joseph Katz Co., Baltimore.
Cliquot Club Co., Millis, Mass. (beverage), 170 *ta*, thru N. W. Ayer & Son, N. Y.
Church & Dwight, New York (Cow Brand soda), 156 *ta*, thru Brooke, Smith & French, N. Y.
Carter Products, New York (Carter pills), 260 *ta*, thru Street & Finney, N. Y.
Canada Dry Ginger Ale, New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.
P. Ballantine & Sons, Newark, 15 *ta* weekly, thru J. Walter Thompson Co., N. Y.
BC Remedy Co., Durham, N. C., 364 *ta*, thru Harvey-Massengale Co., Durham.
Reid, Murdoch & Co., Chicago (Monarch foods), 25 *sa* weekly, thru Rogers & Smith, Chicago.
Penick & Ford, New York (My-T-Fine dessert), 5 *ta* weekly, thru BBDO, N. Y.

KECA, Los Angeles

Associated Druggists Corp., Los Angeles, weekly *sp*, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Wetherby Kayser Shoe Co., Los Angeles (chain), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Omega Shoe Polish Co., Los Angeles (shoe polish), 3 *sp* weekly, thru John H. Riordan Co., Los Angeles.
Safeway Stores Inc., Oakland (chain grocery), 15 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Golden State Co., Los Angeles (dairy products), 5 *ta* weekly, thru Ruthrauff & Ryan, Los Angeles.

WNAC-WAAB, Boston

Sudbury Labs., Sudbury, Mass. (Chaperone), 18 *sa*, thru Mason L. Ham Adv., Boston.
Washington State Apple Growers, Seattle, *sa*, thru J. Walter Thompson Co., San Francisco.
Penick & Ford, New York (My-T-Fine), 41 *ta*, thru BBDO, N. Y.
Salada Tea Co., Boston, 6 *ta*, thru John C. Dowd Inc., Boston.
General Mills, Minneapolis (Kitchen Tested flour), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WROK, Rockford

Reid-Murdoch Co., Chicago, 2 *sa* weekly, thru Rogers-Smith Adv. Agency, Chicago.
Schoenhofen-Edelweiss Co., Racine (Edelweiss beer), 6 *sp* weekly, thru Western Adv. Agency, Racine.
Omar Inc., Omaha (Omar Flour), *t* weekly, thru Hays MacFarland & Co., Chicago.

WAPI, Birmingham

McKesson & Robbins, Bridgeport (Calox), daily *sa*, thru J. D. Tarcher Inc., N. Y.
Reader's Digest Assn., Pleasantville, N. Y., 8 *ta*, thru BBDO, N. Y.
Wm. Wrigley & Jr. Co., Chicago, weekly *sa*, thru Vanderbie & Rubens, Chicago.

KIEM, Eureka, Cal.

Dr. B. L Corley's Product, San Francisco (medicinal) weekly *sp* thru Rufus Rhoades & Co., San Francisco.

WPTF, Raleigh

Reed & Barton, Taunton, Mass., 18 *ta*, thru Badger & Browning, Boston.
Atlantic Greyhound Lines, Cleveland, 6 *ta*, thru Beaumont & Hohman, Cleveland.
Marlin Firearms Co., New Haven (Lathe division), 39 *ta*, thru Craven & Hendrick, N. Y.
Grove Labs., St. Louis (Chill Tonic), 3 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Brown & Williamson Tobacco Co., Louisville (Avalon), 28 *sa* & *ta* weekly, 52 weeks, thru Russell M. Seeds Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Walnettos), 39 *sp*, thru Platt & Forbes, N. Y.
Farmers Cotton Oil Co., Wilson, N. C., 12 *sp*, (direct).
Strietmann Biscuit Co., Cincinnati, 3 *sp* weekly, 52 weeks, (Dixie Vanilla Wafers), thru Harry M. Miller Inc., Cincinnati.

KFI, Los Angeles

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Armand Co., Chicago (Brisk Shave Cream), 3 *ta* weekly, thru Russell M. Seeds Co., Chicago.
Electric Household Utilities Corp., Chicago (Thor iron, washing machine), 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Yellow Cab. Co., Los Angeles (transportation), 2 *ta* weekly, thru Rufus Rhoades & Co., San Francisco.
Golden State Co., Los Angeles (dairy products), 2 *ta* weekly, thru Ruthrauff & Ryan, Los Angeles.

KHJ, Los Angeles

Yellow Cab Co., Los Angeles (transportation) 3 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Armand Co., Chicago (Brisk shaving cream), 3 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Washington State Apple Growers, Seattle, 4 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Matson Navigation Co., San Francisco (transportation), weekly *sa*, thru Bowman-Deute-Cummings, San Francisco.

WEEI, Boston

Cliquot Club Co., Millis, Mass. (Sec), 3 *ta* weekly, 5 *sa* weekly, thru N. W. Ayer & Son, Boston.
Manhattan Soap Co., New York (Sweetheart), *sa* series, thru Franklin Bruck Adv. Corp., N. Y.
Daggett Chocolate Co., Cambridge, Mass., *sa* series, thru Harry M. Frost Co., Boston.
Moxie Co., Boston (soft drink), 3 *sp* weekly, thru Alley & Richards, Boston.

WOR, New York

Consolidated Products Co., Danville, Ill., 3 *sp* weekly, thru Mace Adv. Agency, Peoria.
Gulf Oil Corp., Pittsburgh 2 *t* weekly, thru Young & Rubicam, N. Y.
Purity Bakeries Service Corp., New York, 3 *t* weekly, thru Campbell-Ewald Co. of N. Y.
Marta Cigar Co., New York, 3 *sp* weekly, thru Lynn Baker Co., N. Y.

WGY, Schenectady

American Chicle Co., Long Island City, N. Y. (Dentyne gum), 3 *sp* weekly, thru Badger, Browning & Hersey, N. Y.
Sweets Co. of America, New York (Tootsie Rolls), 10 *sa* weekly, thru Biow Co., N. Y.
Richfield Oil Corp., New York, 3 *sp* weekly, thru Hixson-O'Donnell, N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan soap), 15 *sa* weekly, thru Young & Rubicam, N. Y.
P. Lorillard Co., New York (Union Leader Tobacco), 5 *sp* weekly, thru Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York (Hind's Honey & Almond Cream), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 5 *sa* weekly, thru Ferry-Hanly, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polishes), 5 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Nash-Kelvinator Corp., Kenosha, Wis. (refrigerators), 4 *ta* weekly, thru Geyer, Cornell & Newell, N. Y.

WKZO, Kalamazoo

W. F. McLaughlin & Co., Chicago (Manor House coffee), 6 *t* weekly, thru Sherman K. Ellis & Co., Chicago.
American Chicle Co., Long Island City, New York (Chiclets), 3 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Simon & Schuster, New York ("Low Cost Homes"), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
National Schools of Los Angeles (aircraft course), 6 *sp* weekly, thru Huber Hoge & Sons, Los Angeles.
Pfeiffer Brewing Co., Detroit, 6 *sa* weekly, thru Maxim Inc., Detroit.
Schmidt Brewing Co., Detroit, weekly *t*, thru Simons-Michelson Co., Detroit.
National Refining Co., Chicago, 6 *ta* weekly, thru Sherman K. Ellis & Co., Chicago.

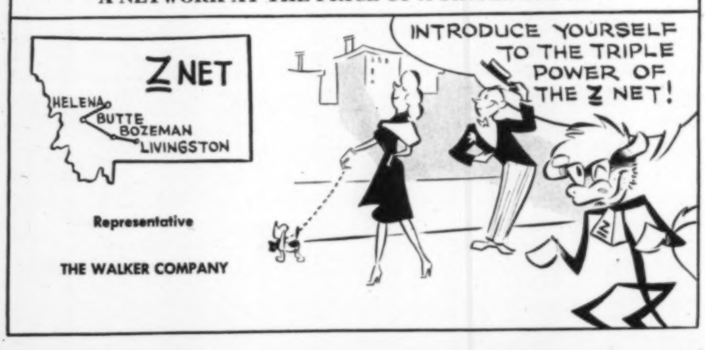
KMO, Tacoma

Ball Bros., Muncie, Ind. (Ball Mason jars), 39 *sa*, thru Applegate Adv. Agency, Muncie, Ind.
Nalley's Inc., Tacoma (food products), 5 *ta* weekly, thru Milne & Co., Seattle.
Closset & Devers, Portland (Golden West Coffee), 3 *sp* weekly, thru Mac Wilkins & Cole, Portland.
Triangle Milling Co., Portland (cereals), 26 *t*, thru Mac Wilkins & Cole, Portland.
Western Auto Supply Co., Portland (auto accessories), 120 *sa*, thru Johnston Adv. Agency, Los Angeles.
Beall Greenhouse Co., Vashon Island, Wash. (flowers), 3 *sa* weekly, thru Romig C. Fuller Co., Seattle.

KGKO, Fort Worth-Dallas

Southern States Foods, Dallas, 26 *sa*, thru Gandy Adv. Agency, Dallas.
Princess Pat Ltd., Chicago (cosmetics), 3 *sp*, thru Frank R. Steel Associates, Chicago.
Federal Household Appliance Co., Dallas (appliances), 26 *sa* and 26 *sp*, thru Rogers & Smith, Dallas.
Studebaker Corp., South Bend, Ind. (autos), 42 *sp*, thru Roche-Williams & Cunnyngham, Chicago.
Delaware Punch Co., San Antonio (beverage), 52 *sp*, thru Grant Adv. Agency, Dallas.

A NETWORK AT THE PRICE OF A SINGLE STATION



Z NET
HELENA
BUTTE
BOZEMAN
LIVINGSTON
INTRODUCE YOURSELF TO THE TRIPLE POWER OF THE Z NET!
Representative
THE WALKER COMPANY

Coffee Campaign

W. F. McLAUGHLIN & Co., Chicago (Manor House Coffee), on May 12 started a 26-week schedule of six-weekly quarter-hour *Coffee Time* programs on WKZO, Kalamazoo, Mich. In addition, firm is currently sponsoring six-weekly quarter-hour *Coffee Time* programs on WMBD, Peoria; WCBS, Springfield; WBZ, Tuscola and WHBF, Rock Island, Ill. Programs feature recorded music with popular local announcer as m.c. Firm also presents six-weekly quarter-hour news broadcasts by Norman Ross on WMAQ and five-weekly quarter-hour musical programs featuring *Happy Jack Turner* on WLS, Chicago.

Auto Supply Spots

WESTERN AUTO SUPPLY Co., Los Angeles (auto accessories), through Dan B. Miner Co., that city, on a varied schedule, is using spot announcements on 48 stations in the Western States. List includes: KXRO KGGM KAST KERN KBND KIDO KDFN KHSL KICA KVOD KXO KORE KIEM KARM KIEV KFXJ KID KENO KGER KECA KFAC KGFJ KOOS KMED KYOS KDON KLS KTAR KALE KGHF KVCV KOH KGFL KROY KSLM KUTA KFXM KFSD KYA KVEC KTMS KRSC KFIO KGDM KMO KVOA KIT KYUM. Included also are KGMB, Honolulu, and KHBC, Hilo.

Newspaper on 11

THE *Chicago Daily News*, Chicago (newspaper), on April 21 and May 14 started thrice-weekly quarter-hour transcribed programs, titled *Getting the Most Out of Life* on 11 stations in Illinois. The series feature Dr. William L. Stidger, nationally known educator and philosopher, John Seagle, baritone, and William Meeder, organist. Stations selected are WDWS WDAN WDZ WSOY WEBQ WMBD WTAD WCBS WHBF WGIL WENR. Contracts are for 26 weeks. Account was placed direct.

Ralston to Resume

RALSTON PURINA Co., St. Louis (Wheat Cereal), on Sept. 29 starts its ninth consecutive year of sponsorship of *Tom Mix Straight Shooters*. According to the Gardner Adv. Co., St. Louis, agency handling the account, the initial contract will be for 26 weeks on a five-weekly basis. It is expected the account will run beyond the first commitment. The series will be heard on the NBC-Blue network with the exact broadcast time and number of stations yet to be determined.

Swetts Rootbeer Tests

DR. SWETTS ROOTBEER Co., New York, is testing radio, using *Jim Wells Sports Final* quarter-hour nightly on WBEN, Buffalo, and *Headlines*, quarter-hour news period thrice-weekly on WKBW, Buffalo, two announcements daily on WGR, Buffalo, and quarter-hour nightly news program on WGAR, Cleveland. Agency is C. L. Miller Co., New York.

Radio Advertisers

NATIONAL LEAD Co., San Francisco (paints), recently started sponsorship of a half-hour transcribed quiz program, *Answer Auction*, on KINY, Juneau, Alaska, Sundays, 4:30-5 p.m. (Alaska time). Same sponsor is presenting *Answer Auction* on a CBS network on the Coast. Libby, McNeill & Libby, Chicago (food products), through J. Walter Thompson Co., is sponsoring the comedy team *Eb & Zeb* via transcription, Monday through Friday, 5:30-45 p.m. Various firms are co-sponsoring the participating *Reporter of Odd Facts*, on KINY, Monday through Friday, 8:15-45 p.m. Kraft Cheese Co., Chicago, started its summer season in Alaska with release of *Kraft Music Hall* Sundays, on KINY, by transcription. Agency is J. Walter Thompson Co., New York.

SOUTHERN CALIFORNIA Pontiac Dealers, Los Angeles, on April 30 started sponsoring for the second consecutive year big league baseball games four times weekly on KMPC, Beverly Hills, Cal. Contract, placed through MacManus, John & Adams, Detroit, is for duration of the baseball season.

ADAMS APPLE PRODUCTS Corp., Aspers, Pa. (D. Mann Apple Juice), has cancelled its schedule on WIBG, Glenside, Pa., because it is unable to supply the demand. Eastern apples, required to produce the product, will not be available until next fall, when sponsor again expects to return to radio.

KEYSTONE AUTOMOBILE CLUB, Philadelphia, returned to radio May 15, sponsoring a weekly 15-minute musical variety series on KYW, Philadelphia, placed thru James G. Lamb Co., Philadelphia.

DUNN SHOE STORES, Philadelphia (retail shoe stores), renewed on WPEN; Philadelphia, for 52 weeks its weekly *Lucky Shoe Box* quiz show. Account is handled direct.

RICHTER'S FOOD PRODUCTS Inc., Chicago, on May 5 started six-weekly quarter-hour recorded programs, titled *Richter's King Kole Breakfast Frolic*, featuring Harold Isbell as m.c., on WCFL, Chicago. Agency is Lauesen & Salomon, same city. All-State Insurance Co., Chicago (auto insurance), on May 5 renewed for 13 weeks its quarter-hour recorded programs on WCFL. E. H. Brown Adv. Agency, Chicago, placed the business. Kailer-Youngquist, Chicago (automobile agency), on May 12 renewed for 13 weeks its six-weekly quarter-hour live talent program on WCFL. Agency is David Bennett & Associates, Chicago.

ZENOFF MOTORS, Chicago (used cars), on April 28 started a schedule of undetermined length of six-weekly spot announcements on WJJD, WAAF, Chicago, and WIND, Gary, Ind. Agency is Harold I. Collen Co., Chicago.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

SO SUCCESSFUL was the one-day campaign staged by Hand's Fireworks Co., Hamilton, Ont., last year on CFRB, Toronto, that the 1941 advertising budget is going entirely into radio, with a one day campaign staged for May 23 on CFRB, Toronto; CHML, Hamilton; CFRC, Kingston, Ont.; CKCO, Ottawa; CFCF and CKAC, Montreal. Ten spot announcements on May 23 will be made for the sale of fireworks for Victoria Day, May 24. Account is placed by Tandy Adv. Agency, Toronto.

HUTCHINSON MEADOW GOLD Co., Des Moines (Meadow Gold Ice Cream), on April 29 started sponsorship of thrice-weekly news broadcasts on WHO, same city. Contract is for 13 weeks. Wallace Adv. Agency, Des Moines, placed the business.

TWO FOOD sponsors, Ward Baking Co., New York, and E. Pritchard Inc., Bridgeton, N. J., have joined the list of five participating sponsors using Arthur Godfrey's 70-minute Monday through Saturday program on WABC, New York. Both companies are using the 7-7:15 a.m. portion of the program six times weekly. Ward agency is Sherman K. Ellis & Co., New York, and Pritchard, which is promoting Pride of the Farm Catsup, is handled by Wadsworth & Walker, New York.

CITY OF MIDLAND, Ont., has started a tourist campaign with daily spot announcements on CKCL, Toronto; CKTB, St. Catherines, Ont.; and weekly program on CFRB, Toronto. Account is placed by Tandy Adv. Agency, Toronto.

HOUSEHOLD FINANCE Corp., Chicago (finance service), on May 12 started 12-weekly one-minute transcribed announcements on WOOD, Grand Rapids, Mich. Agency is BBDO, Chicago.

ILLUSTRATED PRESS, Chicago, the week of May 11 ran a series of spot announcements on WCFL and WAAF, same city, promoting the new weekly newspaper which went on sale May 15. John E. Foster, formerly of the *New York American*, is managing director.

KENNEDY MFG. Co., Montreal (insecticide) has started spot announcements on CKAC, Montreal; CHRC, Quebec; CKNX, Wingham, Ont.; CKCL, Toronto; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CFOS, Owen Sound, Ont. Account was placed by Cockfield Brown & Co., Montreal.

COLUMBIA BREWING Co., St. Louis, has added two more quarter-hour weekly periods to its present schedule on KMOX, St. Louis, making a total of 13 quarter-hours sponsored weekly. Six of the shows are newscasts and seven are musical programs. Agency is Olian Adv. Agency, St. Louis.

WINSTON CHURCHILL'S

LIFE STORY DRAMATIZED

Now Offered in 52 Transcribed Episodes as "Imperial Leader"

This Topical Program Available for National or Regional Sales

for information write or wire

Kasper-Gordon Inc., 140 Boylston St., Boston . . or . . Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

Greetings
VAN DYCK CIGARS
CURTIS CANDY CO

EXTRA PROMOTION for Van Dyck cigars is passed out at a Tulsa Ad Club luncheon by John Esau, KTUL sales and promotion manager. The General Cigar account is a new one on KTUL.

HAAS BARUCH & Co., Los Angeles (Black & White soap), consistent users of Southern California radio, is sponsoring a thrice-weekly quarter-hour newscast, featuring Ted Meyers, commentator, on KECA, that city. Contract is for 52 weeks, having started May 13. Firm also uses a heavy schedule of spot announcements on KHJ, Los Angeles, and KNX, Hollywood. Robert-Smith Co. Agency, Los Angeles, has the account.

GOLDEN STATE Co., San Francisco (dairy products), to promote their improved Richmore Pack ice cream, in early May started a five-week Southern California campaign, using series of spot announcements on KNX KFI KECA KHJ KTMS KFXM. Los Angeles newspaper display is being used in conjunction with the radio advertising. Agency is Ruthrauff & Ryan, Los Angeles.

PAPERS' BEER BAN BENEFIT TO RADIO

WITH the realignment of Minneapolis newspapers under direction of the Cowles interests [BROADCASTING, May 5], beer advertising is being refused in the city's papers with the result that Northwest breweries are turning to radio.

Beginning May 16, a new half-hour local show will make its debut over WCCO sponsored by Grain Belt Beer. Agency is BBDO, Minneapolis. Entitled *Friendly Tavern*, the 30 minutes will feature Clellan Card as host, the 14-piece house orchestra, the Plehal brothers, the WCCO Quarternotes and Flo Seidel, soloists. Guest artists will appear on the program from time to time, supposedly visiting the Tavern and invited to sing.

Hamm Brewing Co. already has a 15-minute sports show on WCCO daily. Beginning May 26 Fitger Brewing Co. will take five minutes Mondays, Wednesdays and Fridays and Schmidts is reported considering availabilities.

Hurley Spots

HURLEY MACHINE Co., Chicago (ironers and washing machines), on May 12 started a 13-week schedule of thrice-weekly quarter-hour recorded programs, titled *Gladtime Melodies*, on WGN, Chicago. Firm is currently running a series of spot announcements on WCFL, Chicago, and five-weekly participations in *Art Baker's Notebook* program on KFI, Los Angeles. E. H. Brown Adv. agency, Chicago, handles the account.

OUT OF THE NIGHT...

$20.00

And it's a story about a Red, too—the Red network outlet in Richmond—WMBG—and how it saves you $20.00 on a minute spot. A minute spot—evening time on WMBG costs only $15.00. A minute spot—evening time—on Richmond's other leading station costs $35.00. So there's $20.00 saving out of the night.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.

Marshall H. Ensor Wins 4th Annual Paley Award

MARSHALL H. ENSOR, 41-year-old school teacher of Olathe, Kans., has been named winner of the Fourth Annual William S. Paley Award to amateur radio operators by the members of the Board of Awards, and will receive the trophy from Mr. Paley, president of CBS, at a luncheon June 2 at the Hotel Waldorf-Astoria, New York.

Mr. Ensor for ten years has been conducting regular courses in the fundamentals of radio on his own amateur station, W9BSP. The board felt the code practice lessons has enabled thousands of young men to pass examinations for amateur licenses, making this group a valuable adjunct to present defense efforts.

Members of the board include: Norman H. Davis, chairman of the Red Cross; Dr. J. H. Dellinger, chief of the radio section of the U. S. Bureau of Standards; Lieut.-Comdr. Chas. P. Edwards, chief of the air section of the Dept. of Transport, Ottawa; Hon. R. Henry Norweb, U. S. Ambassador to Peru, and Rear-Admiral Russell R. Waesche, Commandant of the U. S. Coast Guard.

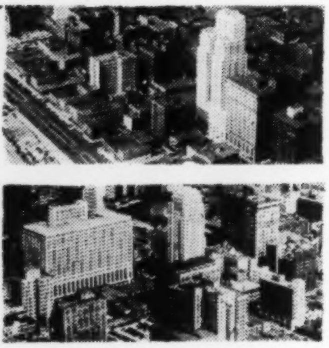
WILLIAM L. SHIRER, CBS Berlin correspondent, and R. T. Bowman, Canadian Broadcasting Corp. special events chief in charge of CBS Overseas Unit, are scheduled to appear on the new CBS Sunday evening series *We Have Been There.*

They go together . . .

ST. PAUL

and

MINNEAPOLIS



2

BIG MARKETS

for the price of

ONE

Combined Population Nearly 800,000

For **Blanket Coverage**
of the **Twin Cities**
use
NBC Station

WTCN

ST. PAUL
New York
Chicago
Detroit

FREE & PETERS, INC.
Exclusive National Representatives

MINNEAPOLIS
Los Angeles
San Francisco
Atlanta

Western Electric
GraybaR

MISS CHIEF ENGINEER of WE-Graybar is assisted at NAB convention by H. N. Willets, of the Western Electric Co., New York.

Disaster Contact

DISASTER PROBLEM was handled over the air for the first time in Boston, when a problem, posed by officers of the State staff of the recently organized State Guard of Massachusetts, was worked out in 49 armories of the State with 350 officers and 6,000 men participating. Gov. Leverett Saltonstall had assured the people that the citizen soldiers who comprise the Guard were ready to aid in any serious emergency that might arise and he made good his boast when 20 stations of the Colonial Network aided in the successful experiment by reaching every part of New England. Origination point was WAAB.

CBS Improvements

LISTING 219 improvements in CBS station facilities since last July 15, CBS has issued a 28-page brochure titled "New Shapes for Old Sounds'. Publication coincided with the effective date May 11 of the new CBS Rate Card No. 28 [BROADCASTING, April 21], which shows a total of 128 affiliated stations, or a net gain of nine stations since the July 15, 1940, rate card.

Camp Names Curtin

EDWIN P. CURTIN, who resigned last fall from the radio publicity department of BBDO, New York, for active duty at Camp Wheeler, Ga., as first lieutenant in the infantry, has been appointed public relations officer for the camp. He is currently organizing a public relations staff from radio and newsmen among the draftees.

JOHN R. McKENNA, formerly general manager and part owner of WKNY, Kingston, N. Y., is holder of a 45% interest in an application received by the FCC for a new local in Glen Falls, N. Y., 250 watts on 1230 kc. Other principals are Louis P. Brown, local insurance man, banker, 45%; and Francis W. McGinley, attorney, 10%.

in the CONTROL ROOM

ALDEN PACKARD, CBS Hollywood engineer-maintenance supervisor and lieutenant assigned to the seaplane tender, *USS Albemarle* on May 12 reported for duty at Newport, R. I., as communications officer of the Patrol Wing Support Force.

PAT PATTERSON, of the KFDA, Amarillo, Tex., engineering staff, has been appointed chief engineer, succeeding Howard Blaker, resigned.

BILL DUNBAR, studio engineer of WOW, Omaha, married Marjorie Doe April 30. T. Barnum Chase, WOW announcer, gave away the bride.

DOUGLAS KAHLE has been added to the KOA, Denver, engineering staff to do summer reliefs.

GLENN WEBSTER, engineer of NBC, Chicago, has been promoted to the position of control relief supervisor. Webster recently became the father of a baby girl.

GENE CLARK, formerly of WKNY, Kingston, N. Y., has joined WTRY, Troy, N. Y., as control room engineer replacing Bob Ames who is leaving radio.

ALPHONSE OUIMET, general supervising engineer of the Canadian Broadcasting Corp., has been promoted to assistant chief engineer in charge of the operation and maintenance of all CBC technical facilities.

KENNETH OWEN, formerly chief engineer of KJBS, San Francisco, recently joined the technical staff of KPO-KGO, San Francisco.

A. O. HARDY, of Youngstown, former supervisor of radio activities for the NYA in Ohio, May 18 joined the staff of WJSV, Washington, as field engineer.

BILL KRITZ, transmitter supervisor of WJSV, Washington, will leave May 22 for San Juan, P. R., having been invited by officials of WKAQ, that city, to make final adjustments on the 10,000-watt transmitter which was purchased from WJSV last year when that station increased to 50,000 watts.

REX NICHOLS, formerly of WGTC, Greenville, N. C., and Pete Petrowski, new to radio, have been named to the engineering staff of WFIG, Sumter, S. C.

CRC Deadlock

FIFTH WEEK of the Columbia Recording Corp., Hollywood, strike was marked by continued deadlock in negotiations between United Electrical, Radio & Machine Workers of America, Local 1421, CIO, and company executives.

As an initial step in a campaign launched against CBS by the union, letters were sent national advertisers using the network which gave a detailed explanation of the existing situation and urged cancellation of contracts with CBS.

J. J. NANCE, formerly vice-president and sales manager of Easy Washing Machine Co., Syracuse, has been appointed vice-president and director of sales of Zenith Radio Corp. Edgar Herrmann, advertising manager of Zenith since 1935, has been named sales manager of the household division of Zenith.

WHO for Iowa Plus!

DES MOINES — 50,000 WATTS

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

ENGINEERS ALL—(front row, l to r): Arnold Pyle, Collins Radio; E. L. Dillard, Commercial Radio Equipment Co.; J. E. Tapp, KGER; George T. Frechette, WFHR. Back row: Merle Hubbard, Collins Radio; C. E. Salzer, KCKN; C. R. Miller, Collins Radio; Sam Norris, Amperex Electronics Products Co.; George Crocker, KFNF; J. F. Byrne, Collins Radio; R. J. Pieracci, Collins Radio.

STATION TRANSFERS APPROVED BY FCC

AUTHORIZATION to transfer control of WJBK, Detroit, to Richard A. Connell, local Chevrolet dealer, and his wife, Henrietta Connell, from James F. Hopkins, operator of the station, was given in an action of the FCC May 13. The deal gives the Connells, 50% stockholders, an additional 110 2/3 shares to the 443 2/3 shares they already controlled, for which they paid $5,173. WJBK operates with 250 watts on 1490 kc.

At the same meeting the Commission granted consent to the transfer of control of WBLJ, Dalton, Ga., whereby J. B. Roach, 59% stockholder, relinquished his entire holdings to H. C. and T. W. Kenemer, local undertakers, for $10,000 cash. Station operates with 250 watts on 1230 kc.

The FCC approved the assignment of license of Granite Broadcasting Corp., licensee of WHEB, Portsmouth, N. H., to WHEB Inc. Under the deal, R. J. Le Tourneau, 20% stockholder, is to purchase the 80% held by H. J. Wilson, a clergyman, for a total of $18,400. Mr. Le Tourneau, manufacturer of road grading machinery, is owner of WRLC, Toccoa, Ga. WHEB operates on 750 kc. with 1,000 watts.

Radio News Discussion

NEWS PROCESSING for radio and vocational opportunities in the medium were chief topics discussed by Erle Smith, newscaster of KMBC, Kansas City, and Larry Neville, continuity editor of KMOX, St. Louis, in a roundtable session at the 32d annual Journalism Week activities, held at the School of Journalism, U of Missouri, Columbia, last week.

Additions at WFIG

THREE ADDITIONS to the studio staff of WFIG, Sumter, S. C., have been announced by T. Douglas Youngblood, manager. Charles Pointel and been made program director and Bernard Lee, formerly of WKZO, Kalamazoo, and Don Bethune, previously of WKBN, Youngstown, have been added to the announcing staff.

Cleric and Beer

GEORGE ROLSEN, cameraman for WCKY, Cincinnati, was on the job as WCKY broadcast a church ceremony, with a clergyman as commentator. When Rolsen developed the shot of the clerical commentator he found in large letters on the table in front of the cleric the advertisement, "DRINK BLANK'S BEER". The church had borrowed some card tables, using one for the radio set-up. And nobody had noticed the beer sign on the table top.

Mr. Fly's Address

(*Continued from page 21*)

quote again from the Commission's Report on Chain Broadcasting:

"It is the station, not the network, which is licensed to serve the public interest. . . . The licensee is obliged to reserve to himself the final decision as to what programs will best serve the public interest."

I have called the Commission's chain broadcasting order a "Magna Carta of American broadcasting stations." I should like to go even further, and call it the keystone of a free broadcasting system.

The Commission is implementing the Congressional decision that control over broadcasting should rest with the hundreds of station licensees, subject only to the public provisions of the Communications Act. It is your unfettered judgment which must prevail if the American broadcasting system is to be set free and kept free. Such freedom, I need not remind you, is as essential to America's national defense in the broader sense.

As Chairman of the Commission during these critical times I shall consider that as a part of the job of defense planning one of my primary tasks will be to keep American broadcasters free from domination by the Government; and what is just as important to keep them free from domination by any private corporation or combination of corporations. As I said to you in San Francisco, your freedom is essential to the maintenance of our democratic institutions.

As to ways and means for the accomplishment of these principles, I shall be happy to join in any of your councils. Principles are eternal. Methods, procedure and timing are flexible to the end that all substantial and appropriate interests shall be preserved.

As to the ways in which your handling of programs on a purely voluntary basis may best forward the defense needs of the Government departments, I am happy to defer to my distinguished associates here today, Lowell Mellett, Gen. Richardson and Comdr. Thurber.

Senator White

(*Continued from page 10*)

programs, management of networks and broadcast licensees; effect on U. S. broadcast structure; whether rules are a threat to freedom of speech by radio; whether rules contribute to Government ownership or regulation as common carriers; whether rules attempt to define monopoly and give FCC power to withhold licenses under that definition; any problem raised by rules and policies which "should be declared and made effective in legislation for the regulation and control of the radio industry"; consider FCC is authorized by law to "promulgate and enforce" the rules.

Chance for Approval

Senator White is understood to have conferred with Chairman Wheeler over last weekend concerning the resolution. Wheeler at that time had just returned from a nationwide speaking trip and had only given the FCC's network monopoly report cursory attention.

As yet there has been no clearcut Administration expression on the measure.

Certainly if the Administration lets it be known that it is actively opposed to the White legislation, then chances of the two larger networks and the larger portion of the industry of getting legislative relief from the monopoly orders will go a-glimmering. If, on the other hand, the Administration takes a passive attitude the White forces have a better than even chance to obtain Senate approval.

It is also to be assumed that the FCC majority, headed by Chairman James Lawrence Fly, will be definitely concerned as efforts are made to secure adoption of the resolution.

The White resolution, climaxed ten days of conferences on the part of network and industry leaders. In fact it is the first of a two-pronged attack on the far-reaching FCC orders. The other move will take the form of court action asking for a stay of the orders, eventually looking toward a court decision to set aside the regulations on jurisdictional grounds. Plans for legal action are moving ahead and will no doubt continue despite introduction of the White resolution.

Savannah picked as a *Sales Management Preferred - City - Of - The - Month* with Sales-Income Index of 117. We sell this market at the *lowest per-person cost* of any medium!

[illegible]

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try—

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS

INS scooped all wire services on Rudolf Hess' escape to Scotland. Again, as usual, if it is right, INS gets it first.

INTERNATIONAL NEWS SERVICE

In Tulsa It's
KTUL
5000 Watts—CBS
Many extra millions for defense in an already great market!
FREE & PETERS, INC., Exclusive National Representatives

WESTERN ELECTRIC family group (front row, l to r): J. F. Morrison, K. G. Morrison, C. E. Snow, H. F. Scarr, Gus Eaves, J. A. Costelow, W. Jonker. Second row: A. W. Hallett, H. L. Hamilton, A. B. Kouwenhoven, D. M. McKay, G. W. Davis, F. L. Allman. They were caught in an odd moment.

MBS-ASCAP Music Pact

(*Continued from page 13*)

was made, the industry would be in a position to deal equitably sometime before June 4, when the consent decree becomes effective. Without that accomplished, it was thought many ASCAP publishers would desert in favor of BMI. The latter does not have to comply with the terms of its decree with the Government until 90 days after ASCAP shall have imposed similar restraints.

After a hectic five-hour session at the Chase Hotel May 10, at which no conclusive vote was taken, Alfred J. McCosker, chairman of the MBS board, announced at a session the following morning that the vote by affiliates was 61 for the proposal and 40 against it, counting the votes cast at the meeting together with those wired or phoned. While this was a majority of those who actually voted, he said it was not a majority of all of the 170-odd affiliates.

Battle Declared Lost

"Under the circumstances", said Mr. McCosker, "it will be necessary to refer the matter back to the stockholders who will hold a meeting at an early date and announce their decision".

Following this, statements freely were made that MBS had lost its battle, and that there could be no deal until after the NAB convention. As a matter of fact, W. E. Macfarlane, WGN head, and business manager of the *Chicago Tribune*, who also is president of MBS, declared that the major networks had been successful in thwarting the deal, and called it a "smoke screen behind which NBC and CBS seek to retain the tremendous profits from their own affiliates".

In announcing ratification, MBS said "the action was based on the poll of Mutual affiliates which has been in progress during the last 10 days, resulting in a vote of 86 in favor of putting ASCAP music back on the network immediately and 46 voting against it". Messrs. McCosker and Macfarlane, then commented:

"Naturally we are grateful at the result, but more important than our satisfaction will be what we believe great rejoicing by radio listeners everywhere by singing talent, orchestras, and advertisers that the music war has ended and that Mutual led the way of breaking the log jam of music for the benefit of the American people. The opposition was well organized but reached its peak early in the deliberations. However, throughout the day voting continued by wire and telephone, bringing about a majority vote for the restoration of ASCAP music".

The 86 votes in favor were said to constitute a bare majority, taking into account the deletion of a half-dozen affiliates, presumably in outlying areas. The sudden action of ratification took conventioneers by surprise in the light of the previous announcements that it was all off, apparently for the duration of the convention.

BMI Red Letters

THE NAB convention proved a red-letter affair for BMI, the industry's own music operation, but it didn't set so well with quite a few delegates. For reasons not clearly explained, delegates who were BMI subscribers were given badges with the initials "BMI" emblazoned in red across a third of the card. Those not members got ordinary black-and-white labels. There was plenty of muttering at the registration desk, particularly from non-BMI'ers.

Texas Switch

A switch in the vote of the Texas State Network, having four affiliates, and of the certain other western affiliates who had previously voted negatively, helped the cause considerably, it was reported. Texas State had a 5% ASCAP contract, and when it was pointed out, reportedly by Mr. Paine, in a long-distance conversation, that they would get the benefit of the MBS 3% contract, the vote was reversed.

ASCAP, it is understood, agreed that if a majority of the MBS affiliates voted to ratify the graduated long-term proposal [BROADCASTING, May 5-12] would be made available to all of the MBS affiliates during a three-month grace period, with no infringement actions to be threatened or taken during that period.

With ratification, MBS also announced that the seven stockholders unanimously adopted resolutions for ASCAP's return to the network. Messrs. Shepard and Taft, stockholders who had lead the fight against ratification, announced there was no further purpose in opposing the venture. Mr. Shepard, however, maintained that the terms of the formula, requiring as it does a minimum guarantee, violate the consent decree, and that he had asked ASCAP to give him a per-use contract eliminating that requirement.

Other stockholders who voted were H. K. Carpenter, WHK-WHKC-WCLE; Lewis Allen Weiss, Don Lee and MBS vice-president; E. N. Antrim, for WGN; Mr. McCosker and T. C. Streibert, WOR-MBS vice-president, for WOR; J. E. Campeau, for CKLW.

Why the Rush?

At the heated May 10 session, many of the affiliates asked "why the rush" for an ASCAP deal. Mr. McCosker presided, and Mr. Macfarlane, Mr. Weiss and Fred Weber, MBS general manager, in turn strongly advocated approval. Louis G. Caldwell, MBS attorney, warned that any concerted effort to block ratification might be interpreted as a "conspiracy" in the light of the ASCAP consent decree.

NAB, in an analysis of the MBS-ASCAP proposal released just prior to the convention, said if the plan were applied to the entire industry, based on estimated 1940 net time sales, it would mean payments to ASCAP of $4,616,000, as against $5,100,000, also estimated, paid ASCAP in 1940. This computation was based on the 3% payment fixed for the first four years of the proposal. Considerably larger payments would be required when the rate is increased to 3½% during the remaining four years and seven months of the proposed contract. This of course, did not take into account future payments for BMI.

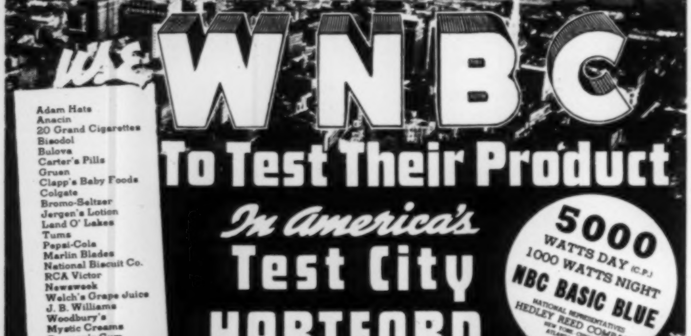
Signal Oil's Series

SIGNAL OIL Co., Los Angeles, on May 15 started using five quarter-hour transcriptions featuring Leland Stowe, former *Chicago Daily News* war correspondent, on 32 Don Lee Pacific Coast and Arizona network stations. Series, released twice weekly, was cut exclusively for the oil firm, with placement through Barton A. Stebbins Adv., Los Angeles.

RCA Dividends

RCA board of directors declared quarterly dividends of 87½c per share on first preferred stock and $1.25 per share on "B" preferred stock at their regular meeting May 9. Dividends cover the period April 1 to June 30 and are payable July 1 to stockholders of record June 6.

BASEBALL EXECUTIVES and wholesalers who handle Wheaties were given a dinner by KSO, Des Moines, with Gene Shumate, the station's sports commentator, as host. It was a "kick-off" for the baseball broadcasts, which are carried by KSO and WNAX, Yankton.



National Advertisers
Use WNBC
To Test Their Product
In America's
Test City
HARTFORD

Adam Hats
Anacin
20 Grand Cigarettes
Bisodol
Bulova
Carter's Pills
Gruen
Clapp's Baby Foods
Colgate
Bromo-Seltzer
Jergen's Lotion
Land O' Lakes
Tums
Pepsi-Cola
Marlin Blades
National Biscuit Co.
RCA Victor
Newsweek
Welch's Grape Juice
J. B. Williams
Woodbury's
Mystic Creams
Beeman's Gum

5000 WATTS DAY (C.P.)
1000 WATTS NIGHT
NBC BASIC BLUE
NATIONAL REPRESENTATIVES
HEDLEY REED COMPANY
NEW YORK CHICAGO
ATLANTA DETROIT

Power + Frequency = Coverage

That's why CJOR is proud of its coverage results with 1000 watts on 600 K.C.; making this station Best Buy on Canada's Pacific Coast.

CJOR
Vancouver, B. C.
National Representative
J. H. McGillvra
H. N. Stovin (In Canada)

Joint Sales Group Fails to Set Policy On Merchandising

Standard Rate Card Studied; No Action on Free Time

See later story on page 58

MERCHANDISING of accounts by stations—the how much or how little bugaboo—was again sidetracked in a joint meeting of the sales managers' executive committee, sales managers' general committee, station representative associate members and agency representatives in St. Louis, May 13. The entire matter was referred to the executive committee, an action similar to that taken at other meetings where the subject has arisen.

It was felt, a vote of raised hands proved, that this subject could not be handled adequately by a trade association. The question of tossing it, finally, into the laps of the individual stations to work out according to their market problem, or setting a ceiling on the amount of merchandising that could be undertaken, will remain static until the executive committee again mulls over the problem.

Rate Card Study

The standardization of rate cards, insofar as making all spot announcements the same number of words, and other discrepancies prevalent on rate cards, will be studied by Frank E. Pellegrin, recently appointed director of the NAB Bureau of Radio Advertising. Stations will be notified by general release when some standard is worked out.

Hitch-hike announcements, another problem upon which there is general disagreement, also were referred to the executive committee for study. Little comment was made on this subject except to get it off the agenda in record time.

The practice of "double billing," whereby local dealers handling nationally advertised products are submitted bills on the national rate to submit to the parent company, yet pay for the advertising on the local scale, was shouted down as dishonest practice. None present admitted such practice when asked to show hands. All claimed close cooperation to kill such dealings whenever faced with them.

Broadcast Advertising Record, new NAB monthly publication of the unit plan of volume measurement [see story on page 25], was introduced for the first time.

CROSS-SECTION RADIO CONTINGENT (l to r): George J. Saliba, Presto, New York; Barney Lavin, WDAY; Joe Lang, WHOM; Frank Headley, Headley-Reed, New York; Ralph Powell, Presto, New York; Bob Moore, Transradio, Washington.

It was unanimously decided to try to hold sales managers' district meetings twice yearly. Sales managers expressed a preference for fall and spring meetings. There will be further discussion of this subject with station managers on the basis of unanimous agreement by sales managers that such meetings are needed.

Free Time Requests

The problem of free time requests, especially those which are suspected of having a commercial angle, was tossed back into the laps of the broadcasters. A central clearing source was suggested in order to check on such requests, but it was generally felt that this is a station problem and cannot adequately be handled from Washington.

A. E. Johnston, director of advertising of the Kroger Co., and Donald D. Davis, president of WHB, Kansas City, spoke on marketing and sales coordination, respectively.

Mr. Pellegrin explained that more than ever before members of his division will make trips throughout the country to visit leading manufacturers who have not previously used radio in any large quantity. The purpose will be to "sell radio as a whole" in order that more money be spent on the medium.

SUBSTITUTES FOUND FOR VITAL METALS

CONSUMERS will be able to buy the same household goods and necessities as last year despite the sharp cut in civilian consumption of many strategic metals, according to *Business Week*.

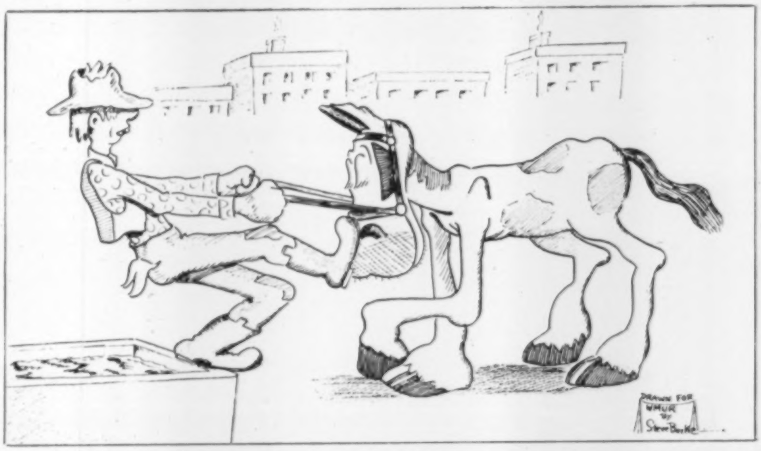
The magazine says the conservation section of the OPM has been aiding manufacturers to find substitute materials for aluminum, zinc, tin and copper. One company reportedly has found that by using enameled steel for eyelets in athletic shoes it can save 700 pounds of aluminum a year.

Some washing machine manufacturers will make agitators out of plastics and one company estimates that it will save 500,000 pounds of aluminum in a year.

What such substitutes do to costs has been carefully worked out by a mail order house on a series of 43 heavy household articles, says the magazine. On 10 of these, the costs were boosted. For 15, the price was not changed by the shift to a substitute material, and on 18 items, costs were lowered.

More FM Debuts

FIVE more commercial FM stations have gone into operation bringing the total on the air to 12. The latest to begin are W65H, Hartford (adjunct of WDRC); W51R, Rochester (Stromberg-Carlson); W45D, Detroit (WWJ); W45CM, Columbus, O. (WBNS); W45RG, Baton Rouge, La. (WJBO).


DRAWN FOR WMUR BY Steve Burke

POWER ALONE IS NOT ENOUGH !!!!

Oh, see the strong man! He is powerful! He has led his horse to water. But, with all his power, he cannot make him drink. Why? Well, for one thing, the man lacks *persuasive* power. And what is persuasive power? Listen:

Take WMUR. It, too, has power—lots of it—power enough to make it heard clearly in every New Hampshire home. But in radio, as with the man with the horse, POWER ALONE IS NOT ENOUGH. There must be the right combination of power and frequency. WMUR happily combines 5000 watts days and 1000 watts nights with a frequency of 610 kilocycles, thus insuring wide coverage. But the audience doesn't listen to a station just because it's loud. A third element is needed to make power effective and persuasive. Those who design WMUR's programs have that third important element—SHOWMANSHIP. WMUR's programs are built by SHOWMEN in New York, Chicago, Hollywood and Manchester. Thus, WMUR's programs have appeal. And thus, WMUR has PERSUASIVE POWER.

NBC BLUE NETWORK

WMUR
MANCHESTER

Represented By
International Radio Sales
R. C. Foster, Boston

The One Station Covering New Hampshire

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

Globe-Democrat Seeking St. Louis FM Station

THE LAST of St. Louis' three newspapers has succumbed to radio's call as the Globe Democrat Publishing Co., publishers of the *St. Louis Globe-Democrat*, entered an application with the FCC for commercial FM facilities in the Mound City. The *Star-Times* (KXOK) and the *Post Dispatch* (KSD), the other St. Louis papers, also have FM applications pending. The *Globe-Democrat* seeks 44.7 mc. to cover 15,850 square miles with a population of 1,858,665.

Also applying to the Commission was the FM application of Interstate Broadcasting Co., licensee of WQXR, New York, for a station in New York operating on 48.7 mc. to cover 8,550 square miles and a population of 10,817,455. This brings the total pending applications before the FCC to 60.

Other applications were received from W57A, FM station of GE in Albany, asking to modify its construction permit from 45.7 mc. to 43.5 mc. and change coverage to 15,200 square miles; and from W65H, adjunct of WDRC, Hartford, requesting to change frequency to 43.5 mc. and coverage to 13,944 square miles.

Seeking non-commercial FM, U of Illinois, operator of standard non-commercial station, WILL, at Urbana, has applied for a 250-watt outlet on 42.9 mc. and the Board of Education, City of Chicago, has asked facilities on 42.5 mc. using 1,000 watts.

WHEN President Roosevelt gives his "Fireside Chat" May 27, NBC's two networks, CBS and MBS will carry the speech in full, while NBC's and CBS' international stations will shortwave the talk to Europe and South America. Portuguese and Spanish translations also will be broadcast later to Latin American listeners on NBC's Pan-American Network.

JACK SAYERS, publicity chief of Young & Rubicam, Hollywood, has been transferred to New York headquarters for the summer. He returns to the West Coast in the fall.

YOUNG SONS of the director and chief engineer of WWJ, Detroit, turn switch May 9 placing in operation the *Detroit News*' FM transmitter, W45D, which the pioneer newspaper-broadcaster will operate under the temporary authority granted to those holding the previously suspended newspaper CP's. At left is Carl Wesser Jr., son of WWJ's chief engineer, with Keith A. Scripps, son of William J. Scripps, director of WWJ who founded that station in 1920.

KFVD's FM Site

ALMOST unanimous recommendation for granting of zone variance for an FM transmitter and tower to be erected by Standard Broadcasting Co., licensee of KFVD, Los Angeles, at Crescent Drive and Wonderland Ave., Hollywood, was given May 8 by the City Council Planning Committee. Decision was reached over protests of property owners opposing establishment of the tower on grounds that reception from other stations in the district would be "blocked out". Transaction formalities are expected to be completed within a short while.

FMs Name Rep

AMERICAN NETWORK has been appointed sales representatives for two new commercial FM stations, W45D, Detroit, and W45CM, Columbus, giving the organization a list of six stations. W45D is owned by the *Detroit Evening News*, also owner of WWJ. W45CM is a sister station of WBNS, Columbus.

BBC News on FM

FIRST AMERICAN FM station to relay British Broadcasting Co. news broadcast is W1XTG, adjunct of WTAG, Worcester. The fact was made public by E. E. Hill, station director, after he received a communication from the NBC shortwave monitoring service stating that they had heard a broadcast of GSC, English station, in which appreciation of W1XTG's action in relaying the BBC programs were expressed.

IRNA's Stand

(*Continued from page 70*)

gress for relief. The FCC constantly is extending its authority. We can't get anywhere unless Congress writes a new act. We all must support a new radio law which will be much more definite as to the FCC's functions."

E. E. Hill, WTAG, Worcester: "This strikes at fundamentals. Several years ago we said it would be a terrible thing to have the Government regulate our rates and our program service. Under the regulations, precisely that happens. They tell us what kind of contracts we can have and how to run our business. We should be able to regulate ourselves."

Campbell Arnoux, WTAR, Norfolk, suggested the resolution expressing the endorsement of IRNA of the White Resolution. Another resolution passed instructed the IRNA board to follow through in any fashion it saw fit after the convention acts on the monopoly report, in bringing its opposition to the attention of the proper tribunals and in such ways as it deems expedient.

Action then came on the resolution to amend the by-laws to permit non-NAB members to join IRNA. This in effect made IRNA an independent trade association, no longer operating under the aegis of NAB. Mr. Kennedy proposed the motion, and it was seconded by Leon Levy, president of WCAU, Philadelphia.

B-1 BEVERAGE Co., St. Louis, has named Ruthrauff & Ryan, Chicago, as agency and is said to be using radio.

Good for Parents

THE GOLDBERGS, CBS serial created by Mrs. Gertrude Berg who plays "Molly", has been recommended "for parent education" by *Child Study Magazine*, which says of it, that "super-character interpretation makes the sketch surprisingly realistic, and the human relationships are managed with a sound, practical common sense that is, in itself, valuable parent education".

Technical Advance In Year Reviewed

Facsimile, FM Television Progress Are Outlined

RADIO's newest developments were discussed last Wednesday evening at a public session of the NAB convention in St. Louis by leaders in the fields of facsimile, frequency modulation, television and international broadcasting.

Keynote of the discussions was sounded by C. J. Burnside, of Westinghouse E. & M. Co., in declaring, "As a new bomber rolls off the production line and into the air, to be followed by a newer and certainly better ship, so radio looks to the future."

Speakers included Jack DeWitt, chief engineer of WSM, Nashville; Maj. Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system; A. H. Morton, NBC vice-president in charge of television; Dr. Antonio C. Gonzalez, CBS assistant director of international shortwave broadcasting.

In Favor of Facsimile

Mr. DeWitt, reading a paper prepared by John V. L. Hogan who was unable to attend the session, pointed out that facsimile is worthy of continuing attention of the broadcaster and advertiser alike because the advertising message or program is available to a "listener" as a permanent rather than a fleeting record.

Maj. Armstrong, tracing the historical and scientific background of FM, praised the pioneering efforts of John Shepard 3d, president of Yankee Network, Paul A. deMars, Yankee vice-president and chief engineer, and Franklin M. Doolittle, president of WDRC, Hartford.

He paid tribute to Mr. Hogan's work in developing facsimile, urging the distribution as soon as possible of 5,000 to 10,000 facsimile recorders to afford a practical test of transmission and to reduce production costs. In the next year or two, he predicted, facsimile will take its place along with FM broadcasting.

Mr. Morton, describing NBC's television operation, declared: "Television is inevitable.

"As an important tool of commerce, let's appraise its value for a moment: What are the three essential elements of most successful selling? Sight, sound and motion. No other medium ever devised possesses all three of these. Experts in the field of advertising estimate the selling impact of a properly conceived and presented television message as being anywhere from 3 to 15 times as powerful as that obtainable through the use of any other medium."

Dr. Gonzalez termed international broadcasting "the only privileged messenger who can enter a country without the formalities of entry." He described CBS Latin American shortwave broadcast developments and plans, including the recently arranged CBS Latin American network.

REL

FM's PIONEER MANUFACTURER

Industry Leaders Chose REL—

REL is proud of the company it keeps! Outstanding figures in the radio industry have specified REL for their FM transmitters—leaders like Major E. H. Armstrong, inventor of FM, Alpine, N. J.; John Shepard and Paul de Mars, Yankee Network, Boston; Walter Damm, WTMJ, Milwaukee; William Scripps, WWJ, Detroit; Dr. Ray Manson, WHAM - Stromberg - Carlson, Rochester; Clarence Wheeler, WHEC, Rochester; John Hogan, WQXR, New York City; Roger Clipp, WFIL, Philadelphia.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Reproof by Early Follows Stories on President's Letter

Remark About MBS Statement Declared Misconstrued

A WHITE HOUSE crackdown greeted stories released at the NAB convention in St. Louis purporting to show that President Roosevelt has placed his official approval on the stand taken by MBS officials on the FCC network monopoly regulations.

Presidential Secretary Stephen T. Early, reportedly angered at what he considered a false interpretation of an "acknowledging letter", told his press conference last Tuesday that Presidential administrative assistant Lowell Mellett had been asked to inform the NAB convention that the President has not expressed any statement of policy on the FCC report.

Not Statement of Policy

He telegraphed Mellett, who attended the convention, that he had been informed the letter was being construed as a statement of White House policy. "The letter is intended and is only a polite acknowledgement to a telegram received," Early said. "It does not, as some would have it appear, express any statement of policy."

Early said that he had telegraphed Mellett to inform broadcasters of the situation and instructed him to "say for me that I deeply regret that such use of the letter is being made by its recipients or their agents".

Early referred to a letter he wrote Alfred J. McCosker, board chairman of MBS, and W. E. Macfarlane, MBS president and business manager of the *Chicago Tribune*. Macfarlane and McCosker had telegraphed Mr. Roosevelt on May 7, [BROADCASTING, May 12], commending FCC recommendations.

The letter read:

"The President, who has been slightly indisposed for the past few days, has asked me to thank you and Mr. Macfarlane in his name for your fine telegram of May 7. The President feels when two executives with such important interests at stake can view a situation with such detachment there is every prospect of finding a just and equitable solution.

"He wants you and Mr. Macfarlane to know that he greatly appreciates the conciliatory spirit which prompted your message."

When the White House letter was first released in St. Louis it caused consternation among the majority of broadcasters. As released it was interpreted as an unqualified endorsement of the MBS stand and thus of the FCC actions slamming the door on any hope of White House intervention.

The McCosker-Macfarlane wire to the President praised the report as "sound and highly commendable for its thoroughness, fairness and long range enlightened vision".

NEW YORKERS CONFER: Frank Mason, NBC; Richard O'Dea, Wally Duncan and Herman Bess, all of WNEW.

Cooperation of Foreign Tongue Outlets In National Defense Explained by Lang

HOW stations with foreign language programs are cooperating in the national emergency was revealed by Joseph Lang, manager of WHOM, New York, and chairman of the NAB Foreign Language Committee when making his annual report last Wednesday during the NAB convention in St. Louis.

He reported the Treasury department, utilizing facilities of 200 foreign language outlets in its campaign to sell Defense Savings Bonds is reaching an estimated 30,000,000 persons through programs in 22 different languages.

In addition, foreign language stations have aided in the national defense with announcements and special feature programs on behalf of enlistment for the Army, Navy and Marine Corps, giving full assistance also on the draft registration as well as collectively contributing many hours of time to advertising for skilled and other workers needed in numerous divisions of defense manufacturing.

Alien Registration

The report further revealed that during 1940, foreign language stations cooperated in the gigantic registration of aliens. Results of this registration revealed that 25% of New York State population was alien, a much larger proportion than any other State. Because of this revelation, stations in Greater New York, where hundreds of thousands of refugees from Europe have settled, are producing programs especially designed for these people. Programs have educational as well as entertainment values, the report reads.

Mr. Lang pointed out that besides instilling a love for this country, programs of this nature acquaint refugees with the democratic principles of the American way of life. He explained the work being carried on by WHOM, which has set up a free naturalization school for instruction of aliens in citizenship requirements. Classes held nightly in a classroom arranged in the station's New York studios are publicized over the air, he said. "A licensed teacher specializing in adult education is employed by the station to give the instruction. These are also broadcast for benefit of the sick and others who cannot attend.

A complete outline of the operation of this school with details of subjects covered in the course accompanies this report." Mr. Lang stated that this naturalization school plan is available to other broadcasters who wish to institute a similar project on their stations. He also revealed that many stations have been broadcasting translations of Presidential talks.

REFUSAL OF TIME CLAIMED BY UNION

CHARGES that stations in the New York area had "denied the Transport Workers Union opportunity to present to the public facts and issues concerning collective bargaining rights of transit labor on city-owned subway system" were expressed in a telegram the union sent to Neville Miller, NAB president, at the St. Louis convention last week.

The labor body in the message further asserted that it had urged repeatedly that equivalent time be given to the Board of Transportation for its case. The union said it had tried to buy time on the various New York independent stations, but had been refused by all but WAAT, Jersey City. That station, after accepting a check in advance for two broadcasts weekly, had ended the series after two weeks and had returned the check to the union. The station then offered free time to both the union and city, the union stated.

Union headquarters named WMCA, WHN, WINS and WNEW as some of the stations that had refused them time. Leslie Evan Roberts, assistant to the general manager of WMCA, asked of the matter, said WMCA had refused to sell time because of the controversial issue involved and that the station had offered free time to both the union and the city and would invite both to participate on one of its Sunday evening forums.

ATLANTA
a Fort Industry Market

Exclusive!

FOR THE 15th YEAR

WAGA

For the 15th year, WAGA and ONLY WAGA is broadcasting all of the home games of the Atlanta CRACKERS baseball team. Co-sponsors are General Mills and Coca Cola.

Here's a feature that GUARANTEES a superb summer audience for the Blue Ribbon Station of the South.

A FORT INDUSTRY STATION

The Blue Ribbon Station

WAGA

ATLANTA, GA.

Fly Blasts Nets and NAB

(Continued from page 7)

politically only through its great moral stature as private citizens. Of course, that is what the president of the radio monopoly had in mind when he publicly announced that his company would proceed through Congressional and admintrative channels. Surely it is in the capacity of private citizens that the station owners are called upon to turn on the heat. Surely it is beyond the realm of possibility that the very political power granted to the licensee by the Government—a power given to him in trust for the public—would be diverted to his own or the radio combination's own purpose.

"It is with an admirable degree of mental and moral flexibility that in one speech one man can make the rafters ring with condemnation of other peoples' political influence and at the same time call upon his fellow stalwarts of the two big networks to turn on the political steam to force the Congress to upset the decision of an independent agency of the Government affecting those two network organizations.

"Thus the Government, including the Congress, is to have turned back against it the very power it placed in the hands of the radio people as a public trust.

"In that manner the nation's mechanism of free speech is to function in the hands of the radio monopoly and its so-called association. One could not but admire the facility with which the Louisville pair [Mr. Ethridge and Mr. Miller] functioned yesterday in that great forum of debate—the so-called association of broadcasters.

Gavel Strategy?

"One let loose all the unsupported and unsupportable scandal that suspicion and a given state of mind could conjure up. As the nation's free presses started to roll, the other gentleman from the Blue Grass country made a clever move with the gavel. The 'debate' was over. That is democracy in flower—carrying, however, a none too fragrant odor.

"The only task, if indeed not the very important task, which I came to St. Louis to perform was to explain the chain broadcasting report of the Commission to the members of the industry and to offer my cooperation in working out the industry's problems in a constructive manner. This naturally involved an opportunity to discuss this very matter with members of the industry before the combination flashed the word for any definitive action.

"I was deeply touched last evening with the visit of three gentlemen representing the NAB directorate [Edwin W. Craig, WSM; John A. Kennedy, WCHS; John J. Gillin Jr., WOW—Ed.] who called upon me and courteously extended an invitation to address the convention. I was more deeply moved, however, to learn before the end of our conference around midnight that the management of the convention hours before had already procured their final vote on the resolution calling upon the members to turn on the steam to get the Congress to nullify the decision of the Commission on chain broadcasting.

"The radio monopoly's function of free speech had been served. They had their own discussions on their own side of the case; they had their final decision, and I had an invitation.

"This control of the mechanism for the formation of public opinion, and for that matter political opinion, is hereafter to reside in the hands of the few or in the hands of the many licensees. But unfortunately these individual licensees, whatever they may say privately, dare not raise a voice against the radio combination where it can be heard.

Rochester Telegram

"To take a single example take a look at this telegram which came in this morning:

" 'Recent FCC rulings give my station its first chance to breathe. Would welcome opportunity to personally relate the drastic evils they will correct in Rochester, N. Y., the sting of which is still felt by myself as well as the listening public. I have attended meetings at this convention in which the FCC rules have been flagrantly misinterpreted to station affiliates, most of which have acted like a caged canary which has been let free, but which became fritghtened and thought that it could not seek out its own living without returning to his master's locked cage.

" 'The FCC rules have taken the locked door off the cage, affording the canary a home without confinement. The broadcasters are led to believe by certain groups that the FCC rules have not taken the door off the cage but destroyed the cage to a point where the canary cannot use it as a home, thus causing the canary to censor the hand that has freed him'."

The telegram was signed by Gordon P. Brown, licensee, of WSAY, Rochester.

"I cannot but conclude that this type of management of the industry and its membership has been all too clever—too brilliant. As John Randolph of Virginia has said, it reminds me of a dead mackerel in the moonlight, it both shines and stinks. I want to reiterate in all sincerity, the whole effort of the FCC is to return to this industry its freedom and to make it truly an American system.

Offers to Cooperate

"Again the FCC stands willing to cooperate to the end that freedom may be attained and maintained; that licensees may enjoy the liberties and undertake the responsibilities which are a necessary part of their licenses; that competition in the industry shall be unfettered except as restricted by natural limitations; that the public shall enjoy more extensive and improved radio service; that there shall be both a continuance and an extension of network service; that regular affiliations shall continue, and that profits shall result both to stations and to networks.

"I cannot too strongly emphasize my own belief that a free radio industry can and must survive and flourish. I am determined to find ways and means to accomplish these basic results. Whatever the task in working out the problems of adjustment to accord with sound principles, I shall be only too happy to help undertake that task in cooperation with any and all members of the industry.

"I trust the industry will afford us that real opportunity to work out methods and procedures to the end that this whole problem of adjustment shall be solved constructively and for the common good of all."

Clear Channels Meet

PLANS for an intensive educational and promotional campaign to be directed at listeners to clear-channel stations were presented to members of the Clear Channel Group at a Tuesday afternoon NAB convention meeting by Victor A. Sholis, director of the newly-established Clear Channel Broadcasting Service offices in Washington, along with Allan Miller, assistant director. Mr. Sholis also reported on his observations during his first 10 weeks with the organization.

SEEKING a local in Helena, Ark., the Helena Broadcasting Co., a partnership of Sam Anderson, local school teacher and superintendent; John Thomas Franklin, ice and coal distributor; and J. Q. Floyd, in the motor transportation business, have applied to the FCC for an outlet on 1490 kc. with 250 watts.

W
R
O
K

SERVING A BUSY
ROCKFORD!

BANK CLEARINGS:

March,	1939	$4,581,996
"	1940	5,649,455
"	1941	7,598,896

NEW CAR SALES

March,	1939	225
"	1940	280
"	1941	637

EMPLOYMENT INDEX

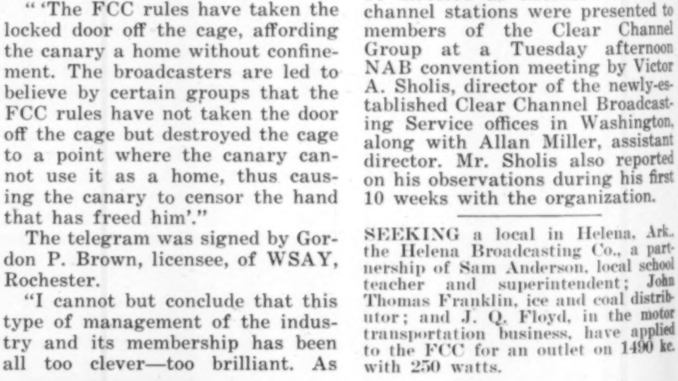
March,	1939	97.1
"	1940	117.7
"	1941	153.6

PAYROLL INDEX

March,	1939	101.0
"	1940	136.1
"	1941	201.2

REMEMBER
ROCKFORD!

WROK
1000 WATTS
MUTUAL AFFILIATE
National Representatives:
HEADLEY-REED CO.


5000 WATTS DIRECTIONAL
TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET-
Metropolitan New York
WBNX
NEW YORK

Miller Says Radio Must Show How Public Is Being Betrayed

Industry Is Through If It Gets Out of Step With What American Public Wants, He Replies to Fly

NEVILLE MILLER, NAB president, on Thursday issued the following reply to the press conference statement made by Chairman Fly, of the FCC, who replied to a speech May 14 by Mark Ethridge:

"Just to keep the record straight, I wish to say that Chairman Fly has been offered every opportunity to reply to Mark Ethridge before a full meeting of the NAB, and in addition was invited to be our guest speaker at luncheon today. All of these invitations he has declined.

"When plans for this convention were made, we were agreed that it was to have one dominating objective. That objective was to arrive at decisions on how we could be of the utmost help in the problem of national defense. That problem, all of us still agree, is still the vital problem facing America today.

And Then the Charges

"But between the laying of those plans and our arrival here, something happened. By a majority vote of 5 to 2 the FCC chose that time to let loose against us through the press, charges of monopoly, and regulations so drastic as to change the very structure on which the American system of radio is built.

"We must confess that when we arrived here for the opening sessions of this convention we were apprehensive. In our talks with each other we have been full of grave worry. We left home with a strong desire to do everything in our power to help our country at this critical time to mobilize for national defense. We arrived filled with fear that the very freedom of radio was being endangered.

"As individuals and in groups we, more than a thousand loyal American citizens from all parts of this land, have been attempting to appraise this situation, because we know that we must make a decision. We have not wanted to be hurried by groups outside of our industry. We believe in the democratic processes by which free people make up their minds.

"No one could have been in this room yesterday and listened to Mark Ethridge's straightforward talk without realizing that we have made up our minds.

"We believe that Government regulation is now in danger of becoming punitive and arbitrary Government control.

"We believe that the people of America expect us to act when we think the freedom of radio is threatened, and we believe that we would be traitors to their trust if we did not do so.

"We therefore proposed to act.

Committee Named

"Yesterday by unanimous vote the convention adopted a resolution urging the U. S. Senate to give prompt and favorable consideration to a resolution introduced by Senator Wallace White of Maine which would result in a thorough investigation of the whole radio structure with a view to the enactment of a new radio law and requesting the FCC to suspend operation of the new networks rules pending the Senate investigation.

"I am asking the board of directors to appoint a committee representative of all of us for that purpose. It will be the function of that committee to report to us as soon as they are able just what program of action they recommend.

"I know that I would not be fair to the feeling of all of us if I did not say that this is not to be considered a 'fight' between 'Government' and 'radio'. It is to be the implementing of our determination to tell the people of America how and why, in our opinion, their wishes are being betrayed. We are loyal citziens and supporters of our Government.

"The people of this country are our customers, as we are their trustees. When we get cut of step with what American people want, American radio is through.

"We cannot believe that we are as far out of step as some would have us believe we are."

FM

with *Simplified*

CIRCUIT DESIGN

GENERAL ELECTRIC

160-17

WIS Twenties

ABILITY to fold "twenty twenty by twenties" in as many seconds is the only membership requirements for the newly-organized "fathers' club" of WIS, Columbia, S. C. Long a childless organization, WIS now has three recent fathers, Announcer Jim Young, Program Director Floyd Rodgers and Sportscaster Bob Bingham.

Townsend Called Up

SAM W. TOWNSEND, president, treasurer and general manager of WKST, New Castle, Pa., has been called into the service as a lieutenant commander in the Naval Reserve and will assume the duties of district communications officer at Commandant's Headquarters, Fourth Naval District, in Philadelphia. Lt. Comdr. Townsend, who broke into radio at the old WFJC, now WJW, Akron, and more recently was responsible for the construction of WKST, has a service record in shore communications during the trial flights of the *USS Macon* and *USS Akron* and was liaison officer for the Seattle stratosphere flight. He was in charge of the Akron unit of the Naval Reserve for 12 years.

Gilmore's 'War Letters'

GILMORE OIL Co., Los Angeles, on May 26 starts sponsoring a five-weekly program *War Letters* on four Don Lee-California stations (KHJ KFXM KDB KGB), Monday through Friday, 9:15-9:20 p.m. (PST). Letters direct from warring Europe and Africa addressed to persons within the United States are read by Bill Fuller and Rod Mays. A $5 prize is awarded the local listener submitting the most interesting letter of each broadcast, with an additional $5 given to any war relief organization he might name. Contract is for 13 weeks, with firm planning extension of network if show proves successful. Agency is Botsford, Constantine & Gardner, Los Angeles.

[BEHIND THE SCENES IN RADIO ADVERTISING]

"WHEN'S A MINUTE AN HOUR, FRED?"

"WHEN you're writing one-minute spot announcements, pal. I know! Once, I had spots before the eyes."

"*Once* did these aged ears hear you say?"

"Verily, son, once—but no more. Now, I turn 'em over to NBC Radio-Recording Division and save my time and gray matter. That's what you'll do, too, if you're as smart an advertising man as I think you are."

* * *

You tell us the product story and the sales problem. We'll submit ideas for your approval. After that, we'll write, cast, produce and work with you on that idea from script to finished pressing—in whole or in part. That applies to a series of one-minute spots or a full-length 15-minute, five-a-week, 52-week show.

Budget limited? An NBC Syndicated Recorded Program will lick that particular problem. "Betty and Bob," "Hollywood Headliners," "The Face of the War" and many other proved sales producers—all recorded *NBC Orthacoustic**—are available in many markets.

Remember NBC's Radio-Recording Division—and *forget* your program worries. Write us today.

*Registered Trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, New York
Trans-Lux Bldg., Washington, D. C.
Merchandise Mart, Chicago
Sunset and Vine, Hollywood

Reserve Your Copy of
1941 Iowa Radio Audience Survey
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Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B
STATION WHO
DES MOINES, IOWA

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WSOY
DECATUR
ILLINOIS
SEARS AND
AYER, Rep.
For a
large
chunk
of ILLINOIS
Test your campaigns in a dual market—BOTH agricultural and industrial. WSOY gives you coverage of such a market.
250 WATTS · 1340 · FULL TIME ·

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Defense Panel

(*Continued from page 20*)

cluded Navy, Army, and State Department activities on which it was deemed unwise to report in any form whatsoever. And those 20 items were augmented as new situations arose."

Comdr. Thurber observed that although press associations check closely with the Navy, the individual station must decide for itself whether it will accept the press association report as complying with the bans.

Chairman Fly, briefly outlining the scope of the activities of the Defense Communications Board, explained that DCB's chief focus is on communications. He emphasized that DCB is a planning body only. Its plans, he commented, "are designed to abolish the danger which lurks in 'unforeseen contingencies' by applying foresight".

Mellett's Views

Appearing only briefly, and speaking off the record, Mr. Mellett re-emphasized testimony previously given before Congressional committees that the Administration plans no censorship of news except the customary military controls during time of war emergency.

Unable to attend the convention because of official business in Washington, Vice-President Wallace addressed the convention luncheon Tuesday noon via a broadcast carried by all three networks. Stressing the need for an active home defense, both psychological and physical, Mr. Wallace commented:

"Most important, to my mind, is the opportunity that is given to all those who use the radio to promote unity inside the United States and a reasonable attitude toward all the world. We are under constant attack by the Nazi propaganda that tries to creat bad feeling among us and false ideas about other countries. One of the greatest contributions any one of us can make to our defense is to resist this propaganda of hate at every point."

AGENCIES AND REPRESENTATIVES were represented by (l to r): J. Kelly Smith, Radio Sales, Chicago; Margaret Wiley, J. Walter Thompson Co., Chicago; Ned Midgley, BBDO, New York; Howard Meighan, Radio Sales, New York; Helen McGrath, J. Walter Thompson Co., San Francisco; Carlos Franco, Young & Rubicam, New York; Linnea Nelson, J. Walter Thompson Co., New York; Kingsley Horton, WEEI, Boston; Robert Somerville, CBS, New York.

Unfair Practices In Rates Opposed

Sales Managers, Agency, Rep Group Condemn Methods

ADOPTION of a resolution to put on record its stand regarding the misuse of national and local rates as practiced by some stations—although they were unable to agree on exactly what constituted misuse of rates—took place at the final joint meeting of sales managers' executive committee, sales managers' general committee, station representative associate members and agency representatives in St. Louis, May 14 [see also page 53].

This is the first active step to take place in an attempt to clarify this controversial situation after many years of much discussion, disagreement and little action. From the adoption of this resolution, and from further study by Frank E. Pellegrin, director of the department of broadcasting advertising, may come the final get-together and solution of this problem.

The resolution was submitted by William Cline, sales manager of WLS, Chicago, after John Blair, head of the national representative firm under his name, suggested that the NAB should, from such a resolution, insert a plank in the code to be used as a yardstick. It was adopted unanimously. It read:

"Resolved: That it be recommended to the NAB that the illegitimate application of the national (also known as general or regional) rate, and the local (also known as retail) rate, is looked upon as unfair trade practice and should be stopped."

Mr. Cline made the resolution from the floor after more than an hour's discussion on the subject. Mr. Pellegrin will re-word the resolution for clarification insofar as he deems advisable.

Another moot subject upon which action was taken was the proper handling of carry-over advertising beyond the usual 12-month limit of most contracts. There was almost equally divided opinion on whether sponsors should benefit by the yearly rate if, after having been on the station for that length of time, they want to run over for a few weeks or months, or whether there should be a short-rate if a second consecutive full year is not used.

Theatre Buys News

THE Telenews Theatre of Cleveland has contracted with WGAR for two five-minute news periods weekly in what is believed to be the first news purchase by a theatre in the city. The shows are scheduled for early evening and will be narrated by Sidney Andorn, WGAR special events director. They will originate in studios of the theatre.

FOR A MERE 25 WORDS, Mrs. Catherine Klemme (third from left), of Tulsa, Okla., received a trip to Washington and $5,000 in defense bonds. She won a nationwide radio contest conducted on the CBS *Mart & Marge* program by Colgate-Palmolive-Peet Co. Presenting the bonds was Edward Chipman (left) C-P-P district representative, during the WJSV program of Elinor Lee (second from left), while Eugene W. Sloan, executive director of the defense savings staff, watched. C-P-P gave away more than $100,000 in bonds in the contest.

WFIL
1st OR 2nd CHOICE
WITH
PHILADELPHIA LISTENERS
66⅔% of DAY & NIGHT
As Reported by
C. E. HOOPER, Inc.
NBC BLUE
QUAKER NETWORK
Rep. by Ed. Petry & Co., Inc.

TO THE NATIONAL ASSOCIATION OF BROADCASTERS

During the recent Convention of the National Association of Broadcasters it has become obvious that Neville Miller, President of NAB, is actuated by an animus against the chairman and a majority of the members of the Federal Communications Commission.

This has become apparent because, following the publication by the FCC of its proposed regulations, issued after hearings on the question of monopoly in broadcasting, Neville Miller had not submitted a factual study nor even an argued opinion on the effect of those regulations, either to the industry or to the FCC, but waited until the NAB convention to attack the motives of the FCC in issuing its regulations, instead of encouraging there a discussion of their effects.

It was apparent from Neville Miller's studied rudeness, when, after the chairman of the FCC had spoken by invitation before the Convention, Mr. Miller immediately insinuated that the Chairman was misrepresenting the intention and the motives of the FCC.

It was apparent from the fact that Neville Miller allowed an NAB member, Mark Ethridge, to attack the good faith of the Chairman of the FCC in his presence before the convention, and accorded the Chairman no opportunity to reply.

For many years we have belonged to the NAB. We have served it and have been served by it. We considered it a forum for the discussion of problems affecting the industry, and no mere difference of opinion with the majority of the NAB would cause us to resign, nor would the disagreement with rules and regulations of the FCC. When, however, the President of the NAB himself attacks—and encourages others to attack—not the judgment, but the motives and good faith of the Commissioners appointed by the President of the United States to regulate the broadcasting industry, we find it necessary reluctantly to withdraw from membership in the association for so long as it is headed by its present president.

KFPY, T. W. Symons, Jr.

KGIR, E. B. Craney

NAB Convention Votes Fight to the Finish

LOBBY GROUP (l to r): Edgar W. Twamley, WBEN; Eugene Carr, WGAR; Edward Petry, Edw. Petry & Co.; K. G. Marshall and John C. Bell, WBRC; Gene Wyatt, WBEN. They discussed topics of the day.

Will Ask Congress To Probe FCC And Rules

(*Continued from page 9*)

ing Delaware, New Jersey and Pennsylvania, now covers only Delaware and Pennsylvania. District 8, covering Indiana and Michigan, was modified so two counties (Ontanagon and Gogebic, Mich.) were excluded and shifted to District 11.

Fly Speech Draws Challenge From Miller

What was to have been a panel on "The Relation of Radio to the National Defense", next on the program, developed into the first Fly-Miller encounter on the monopoly report. Maj. Gen Robert C. Richardson Jr., public relations director of the Army, first speaker, reassured the industry that there was no censorship intent in the Government, and commended radio on its "very brilliant record".

Comdr. H. R. Thurber, public relations officer of the Navy, followed with similar assurances. Then came the prepared address of Chairman Fly, from which he deviated considerably, and, in measured terms, belabored the opponents of the monopoly report, though his address was scheduled as one restricted to national defense as chairman of the Defense Communications Board, as well as of the FCC.

It was following this address that Mr. Miller hurled defiance at the chairman, asserting he could not "permit his remarks to go unchallenged." This preceded the off-the-record comments of Mr. Mellett, which, in a vein similar to those of Maj. Gen. Richardson and Comdr. Thurber, dispelled any fear of censorship or of Government commandeering of radio. The National Defense Forum is covered elsewhere in this issue [page 20], and the revised address of Chairman Fly is published in full text [page 21].

In rapt attention, the convention listened to Chairman Fly's first words, which dealt with defense and radio. He said there is no present foreseeable emergency "which would result in the Government's taking over the broadcasting industry" and disclaimed any desire or plans of the FCC to take over the nation's broadcasting system. Then he deviated from his announced address and plunged into the monopoly controversy.

Claims Concentration Of Management

Still alluding to Government ownership, the chairman said: "Wherever this baseless charge may be repeated, I trust that you gentlemen will meet it head on, and that you will carefully examine the sources—and the purposes to be served . . . We of the FCC are fully determined that control over broadcasting shall not gravitate into governmental hands, even in the most critical foreseeable emergency. I am grimly determined that you individual station operators shall forever continue as the sinew of a truly American broadcasting system. I am just as grimly determined that our networks shall continue their important functions—that they shall continue to live and prosper. They too are an essential part of the American system of broadcasting."

Mr. Fly avoided direct reference to the "chain monopoly report" as such, altering his prepared script. He lashed out against the concentration "in the hands of a couple of private management groups" of control over the most important units of the broadcasting system.

In concluding his address, Mr. Fly said that as to ways and means for the accomplishment of the principles of freedom, both from Government and from "private corporation or combination of corporations", he would be happy to join in any of the councils during the convention.

Thereupon Mr. Miller, presiding, said he could not let the chairman's remarks go entirely unchallenged, and charged that the "bogeyman of monopoly" had been raised to divert attention from the "bogeyman of Government ownership".

Asserting that there is a large group in the industry that disagreed with him, Mr. Miller told Chairman Fly:

Industry's Patriotism Stressed by Miller

"You said, Mr. Fly, that 'these men, to divert attention from the fact of monopolistic control in their hands, conjure up insistently the bogeyman of Government operation.' May it not also be said that those who favor Government operation consistently conjure up the bogeyman of monopoly, to divert attention? . . .

"I also would like to say that in patriotism, I think we in the broadcasting industry yield to no one either in or out of the Government. I think that we are doing a service to the Commission and to the country as a whole in national defense, if we try to point out to those in authority the mistakes of any views which they may have for the purpose of arriving at a correct solution of any problems of any difficulties within the radio industry.

"I think that in doing that, our patriotism should be recognized on an equal plane and that the matter should be carried out with a view of trying to arrive at the correct decision and hoping that that decision may be the greatest decision in point of effect for the American democracy.

"And I am sure that after this convention is all over and we have the discussion on both sides and the air is cleared, we may be able to get back to where we started, and that is, as President Roosevelt said in his letter, as I quoted that largely the Government's operation is to act as the referee for the technical affairs in radio."

Vice-President Speaks; Brazilian Greeted

Hemispheric solidarity and radio's role in promoting it and the national morale were the highlight topics of the Tuesday luncheon meeting, attended by nearly all delegates. Vice-President Henry A. Wallace, speaking from Washington by radio, was heard in an address carried on all the networks and aimed more at the public than at broadcasters.

President Miller introduced Dr. Julio Barata, director of the Radio Division of the Brazilian Government's Department of Information & Press, after reading felicitations from the Brazilian Federation of Broadcasters, that country's counterpart of NAB. Dr. Barata, whose section has charge of Brazil's sponsored institutional program on NBC-Blue, spoke of his country as "now and always the loyal and devoted friend of the United States".

Introduced also were Harold Young, assistant to Vice-President Wallace; Chester Davis, St. Louis

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

JACKSON KEEPS APACE

Jackson's latest national defense order is contract to make shell boxes for munition plants. W. G. Avery Body Co. of Jackson to expand plant facilities in order to take care of production.

Issuance of building permits for first four months in Jackson indicates increase of 33% over 1940.

Retail sales tax collections for first two months of 1941 over 8% better than for same period last year.

Keep apace with this expanding business. Invest your advertising dollars with WJDX—dominant radio station in Mississippi's growing market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives

BOSTON
N.Y.

director of the Federal Reserve Bank; Gen. Robert C. Richardson, Army public relations director; Comdr. H. R. Thurber, Navy public relations officer; Joseph Pulitzer, publisher of the *St. Louis Post-Dispatch* (KSD).

Greetings were extended by Mayor William Dee Becker of St. Louis.

BMI to Continue Even If ASCAP Returns

Perpetuation of BMI as a going concern, whatever the outcome of conversations for the return of ASCAP music to the major networks, was voted at a rousing session Wednesday morning devoted entirely to the music situation. A resolution to that end was adopted following a two-hour review of the BMI record of achievement since its formation in 1939, and particularly since the break with ASCAP last Jan. 1.

The some 800 broadcasters present loosed salvo after salvo of applause as Neville Miller, BMI president; Merritt E. Tompkins, vice-president and general manager; Carl Haverlin, station relations director, and Sydney M. Kaye, vice-president and general counsel, reviewed BMI's meteoric rise and exhorted the broadcasters, even with an ASCAP deal in the offing, to retain BMI.

After a dozen broadcasters had spoken, all in the same vein, in BMI's support, Father Wallace A. Burk, S.J., executive head of WEW, St. Louis, offered the resolution perpetuating BMI. He said originally he had been skeptical about BMI, but that he "became convinced" and never has regretted it. "The future of our beloved industry is wrapped up inextricably in continuance of our own music publishing company," he said.

Text of Resolution Endorsing BMI

The resolution adopted, upon motion of Father Burk, and seconded by Earl J. Glade, KSL, Salt Lake City, follows:

WHEREAS Broadcast Music, Inc. has not only attained but has exceeded by far the expectations of the broadcasting industry in creating an alternative source of music; and

WHEREAS by so doing BMI has opened the door of opportunity to composers and publishers, has prevented the monopolistic control of radio by ASCAP as a means of music exploitation and has brought about the attendant benefits of competition, not only for the broadcasting industry but for all music users, and for the public at large; and

WHEREAS the industry recognizes a continuing obligation to maintain the open door in music;

NOW, THEREFORE, BE IT RESOLVED that this Convention wholeheartedly endorses the ideals, accomplishments and purposes of BMI, and reaffirms its obligation to perpetuate BMI in the field of music as a service not only to its own industry but to composers, other music users, and to the public.

MBS-ASCAP Deal Threads Discussion

References to the MBS-ASCAP deal threaded through the comments of the BMI executives, and in those of other speakers who deprecated the "split" in the united industry front on music. Mr. Kaye asserted that he "can state authoritatively and conclusively that the offer of ASCAP is not within the terms of the consent decree" entered by the Department of Justice, in that it provides actually for a minimum guarantee.

The only direct reference to the ASCAP-BMI deal, dramatically announced in St. Louis with the ratification of affiliates, came from Fred Fletcher, manager of WRAL, Raleigh, 250-watt MBS affiliate. It has become apparent, he said, that the attitude of the industry "resents the MBS-ASCAP deal just completed" and that in his opinion, it "reflects unfavorably on our station".

"I do not think the deal was satisfactory, and our station wrote, spoke and voted against the deal. It seems only proper that this station and the others of the Mutual minority who did likewise be given an opportunity to declare themselves openly before this convention".

Tompkins, Haverlin On Operations of BMI

President Miller launched the copyright discussion with high tribute to BMI and its staff, asserting that in less than a year it had accomplished what had been regarded as impossible.

Mr. Tompkins gave an account of the physical operations of BMI, now employing 323 persons. The music company has under contract the catalogues of 111 affiliated music publishers, and a grand total of about 400,000 different compositions. Since BMI's inception, phonograph record companies have sold more than 4,000,000 records of BMI copyrighted titles, he said, while 6,000,000 records of music of affiliated publishers have been sold.

From Oct. 1, 1940 to April 30, 1941, BMI has averaged 52,250 music sales copies weekly, and for the first quarter of 1941 the average has been 74,600 a week.

An accounting of station participation in BMI was given by Mr. Haverlin, who first paid tribute to the "magnificent job" done by the industry and by President Miller. He reviewed events which led to the formation of BMI, and pointed out that in 1938 an analysis revealed the surprising fact that only 21,000 musical numbers were performed on the air, with only 5,000 public domain numbers. Of that total 400 titles made up about 50% of the renditions.

Networks Hold Only 18½% of BMI Stock

During the first license period of BMI, Mr. Haverlin reported, stations had bought 73,692 shares of stock which, together with license fees, brought total revenue to BMI of $1,849,050. Contrary to ASCAP's statement of BMI control by the networks, he said only 18½% of BMI stock was bought by the networks, and the balance by independent stations. The BMI renewal period, which commenced April 1, saw an increase in the number of stations subscribing to BMI, with 654 stations pledged to pay license fees of $1,973,500.

Every promise made by BMI in the winter of 1939 and the spring of 1940 has been completely fulfilled, said the BMI executive. Stations among the lower income groups contributed substantially to BMI's progress, he said. Of the 400 in this group, with incomes below $50,000 per annum, 270 stations or 67% hold BMI stock.

After Mr. Kaye completed his

Defense Rewards

DOING ITS PART in the government's drive to raise money to pay for the defense program, WKAT, Miami Beach, announced beginning May 12, that all contest and quiz program winners over that station will be paid in defense stamps instead of cash. Owner Frank Katzentine expressed the hope that other stations would follow suit to further promote defense savings.

if THE SALES DEPARTMENT YELLS:

"MORE RESULTS IN BOSTON!"

. . . yet the advertising budget insists:

"SPEND LESS!"

better check up on how this station is making fewer dollars do more for advertisers like you!

THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON

MASSACHUSETTS
BROADCASTING
CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.

National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA

WCOP

BOSTON'S "STAR SALESMAN" FOR 1941

address, there was rising applause. When he advised stations they would be given a one-third reduction in the maximum amounts which they had agreed to pay this year, the convention demonstrated wildly.

Kaye Says BMI Proves Radio 'Makes' Music

Mr. Kaye said the experience of BMI proved beyond question that radio makes music popular and does not destroy it as contended by ASCAP. One year ago, when BMI published its first tune, there were jeers, catcalls and boos as well as laughter from ASCAP, he commented. "If I may paraphrase a BMI song," he added, "there have been some changes made, including those in attitude."

Alluding to BMI's attainments, as demonstrated in the C. E. Hooper surveys, which show that listener interest in both popular and concert music programs actually has increased in January, February and March of 1941 as compared to the same months in 1940, he said the job has been done. ASCAP's cry of "Radio Murders Music" has been "nailed to the mast forever," he said.

During BMI's first year $1,800,000 allotted it by the industry has been spent. The entire job, he said, was done for less money than ASCAP has in the past spent annually in the administrative task of collecting the money with one hand and passing it out with the other. This, he declared, seems to justify the contention of broadcasters that they were paying too much for music.

Declaring BMI has done its job honestly, Mr. Kaye said it had not raided the writing staffs of any other publishers or societies and had not faked any material. There isn't a single action for copyright infringement against BMI, and there are only 11 infringement suits pending against BMI stations, with investigations revealing that at least seven are wholly without merit.

The importance of radio as a medium for the exploitation of music carries with it a social responsibility never again to leave that field in the hands of an organized monopoly, Mr. Kaye said.

He saw no point in the industry ever again paying a substantial amount annually for the right to play arrangements of works "which are as much the common property of all citizens of the United States as the very air we breathe."

Radio must maintain "the open door," the BMI attorney said. If, as a result of the ASCAP consent decree which becomes effective in June and which ends the exclusivity of contract between ASCAP and its publisher and writer members, still further works become available to the industry, "we will welcome that competition also," he stated.

More Economical Operation Promised

Pointing out that approximately $2,000,000 is available for BMI for the second contract year of its existence, Mr. Kaye said it is obvious that BMI can give the same program service, the same physical service, and improvement in quality, during its second year at less cost than was possible during the first, when its capital investments were made. He then revealed the 33 1/3% reduction in the maximum amounts which stations agreed to pay, and that the aim is to operate even more economically.

This reduction means that the rates will commence from 1% and will range up to 1 2/3%, which will be the highest rate for the largest station. He reported also that NBC and CBS, which under their contracts are entitled to a similar reduction on special fees paid by them on network revenue less station payments, have waived the right to take this deduction and are proving their increased support of BMI by continuing to pay at the original rate without diminution.

"We will not ask anyone to ratify our present contracts on the blanket basis before we offer to him a per program basis of payment that is legal under the consent decree, and by that we mean what the Government means—no guarantees," Mr. Kaye promised. "We contemplate that our per program basis will range from 3% to 5½% on commercial programs using BMI music, dependent upon station revenue, and from 0.5% to 1% of applicable card rates on sustaining programs, the differential also being in ratio to station income. Special rates of 0.5% to 1% will be fixed for programs which use arrangements of public domain music for theme songs and for background music, where performances of less than a full chorus are used."

Mr. Kaye said agreements on these bases will go out prior to June 11, the date on which BMI's own consent decree becomes effective. This low rate can be established when there is no inflation, no exaggerated overhead, no desire to fix prices on anything but a competitive and economic basis, doing full justice to authorship, he declared.

Urges Permanent Competitive Basis

Referring to the MBS-ASCAP deal, Mr. Kaye said he did not wish to analyze it, since BMI was created to produce a music catalog that would enable broadcasting to function. He declared the competition which BMI has created must be maintained permanently. Any broadcaster who pays so much for ASCAP music that he cannot afford BMI is "working his own destruction," he added.

"I am not shedding any tears for ASCAP, because my memory is too good," he observed. "If BMI died today, broadcasters would discover that ASCAP, now a purring pussycat, is still a tiger after all, and broadcasters would get clawed."

Mr. Kaye concluded with a call upon the industry for a continuance of united support for BMI. Given that support, the music problem will have been solved, he declared, to the accompaniment of resounding applause. The job has been done once but can't be again, he implored, in asking that BMI be continued as a vital, competitive operation.

In a later appearance, Mr. Kaye said all seven of the MBS stockholder stations had notified NAB they intend to continue their support of BMI and will continue as licensees despite their signing with ASCAP. Mr. Haverlin again took the rostrum to observe that the one-third reduction in rates accorded stations will be based on 1939 revenues rather than current station incomes.

John Elmer, Networks Pledge Their Support

John Elmer, president of WCBM, Baltimore, former NAB president and a member of the BMI board, praised BMI for the job it had done, describing it as the most constructive task in the history of radio. Alluding to the MBS-ASCAP deal, he observed it was surprising "how very, very small some presumably big men can be." Times and conditions may change, "but principles are eternal," he said.

He concluded with a passage from his 1939 NAB convention address when BMI was created, declaring

GIFTS FOR THE DELEGATES

Souvenirs and Trophies Are Donated to NAB Attendees by Various Interests

PROMOTIONAL givaways made their appearance in various forms at the NAB convention.

Western Electric, via girls roaming the lobbies of the Jefferson with baskets, gave boxes of cigarettes. Each contained ten cigarettes on which was printed "Western Electric-Graybar".

Mutual Broadcasting System, again via pretty girls, pinned carnations on entering the meetings. The flowers were dyed, in part, a pale green, and had a gold and green ribbon attached upon which was imprinted, "A Mutual Welcome".

KMOX, St. Louis, passed out corn cob pipes, the bowls of which were stuffed with a printed promotion message headed: "You can just put these facts in your Missouri Meerschaum and smoke 'em: . . ."

Gardiner Nurseries, Osage, Ia., had flowers pinned on members' coats.

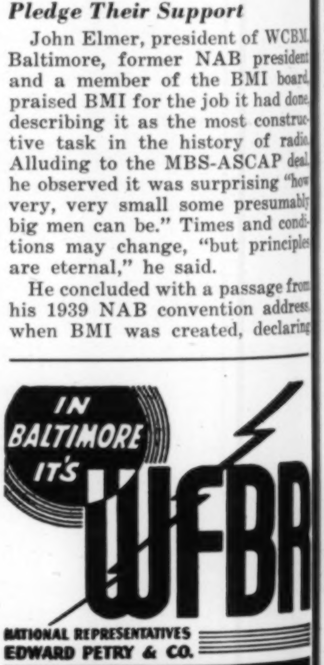
Covert Co., Chicago production firm, saw to it that members had cotton flowers of various colors attached to lapels of coats. Each flower had the company's slogan, "The Very Idea", attached.

Standard Radio, transcription firm, gave away recordings titled "How to Break Into Radio". Two-sided contents featured humorous songs by male and female.

The four cities bidding strongly for the 1942 NAB convention, Memphis, Cleveland, New York and Pittsburgh, had large banners hanging from the mezzanine balcony. In addition Memphis pinned (again via girls) large cotton ball boutonnieres. New York had buttons. Cleveland promoted with match boxes, while Pittsburgh gave out cigars with yellow bands marked "Pittsburgh next."

WJR, Detroit, and WGAR, Cleveland, presented members with a promotion piece on which a regulation horseshoe was attached to a map of the territories which the stations cover. "Good Luck From the Golden Horseshoe of WJR and WGAR," said the cover of the four-page brochure. Further, it assured recipients that the horseshoe was a genuine racing plate.

KDYL
turns the star-studded spotlight of Showmanship on your messages to the Intermountain Market
KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK



IN BALTIMORE IT'S
WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

NBC EXECUTIVE STAFF (l to r): A. L. Ashby, Frank Mullen, Niles Trammell, Ed Kobak, Frank M. Russell, Bill Hedges.

that it holds today. He repeated: "Broadcasters will sink or swim united, and God help those who attempt to do otherwise."

In his only convention rostrum appearance, Niles Trammell, NBC president, expressed the sincere congratulations of NBC on the job BMI had done. "Your accomplishments far exceeded our fondest expectations," he said, "we will give BMI our wholehearted and sincere support."

For CBS, M. R. Runyon, vice-president, extended that network's congratulations. Although CBS eventually hopes to have ASCAP music "as a backlog," he said it will wholeheartedly support BMI.

Harold V. Hough, WBAP-KGKO, Fort Worth, chairman of the Newspaper-Radio Committee, said the industry, under Mr. Miller's leadership "went down the sawdust trail," and that "we're all for BMI."

Samuel R. Rosenbaum, president of WFIL, Philadelphia, chairman of IRNA and a leader in the development of BMI, who last year took the convention by storm with his "ASCAPO" speech, threw his support to continuance of BMI as an active entity. He said reports had been circulated that anyone who spoke against restoration of ASCAP-industry relations would conspire to violate the anti-trust laws, and that therefore he would restrict his comments to the observation that "If you need ASCAP, buy it".

Glen Bannerman, president of the Canadian Broadcasters Assn., briefly addressed the luncheon session Wednesday. Because radio plays such a vital part in our social welfare on the continent, he said, utmost caution must be exercised. "We have the same troubles in a little different way in our own country", he commented.

President Miller introduced Mr. Ethridge as the principal luncheon speaker, with Chairman Fly only two seats removed at the head table, which accommodated the entire board of directors plus other guests. Mr. Miller whimsically recalled that three years ago Mr. Ethridge, then temporary president of the reorganized NAB, invited him to the presidency of the association.

"He took me up on the mountain," said Mr. Miller, "and painted a beautiful picture. He told me that ASCAP was the industry's only problem, and that if I solved it, I could lead a pleasant, quiet and easy philosophical life in Washington, just as I had on the campus at Princeton.

"Since then I have discovered a few paragraphs Mr. Ethridge omitted. I now have the pleasure to introduce that unappointed individual, that self-named mentor of the industry, Mr. Ethridge."

After a ringing burst of applause for Mr. Ethridge, the speaker observed extemporaneouly that "when I took Neville on that mountain three years ago, the present chairman of the FCC was hidden behind the mountain in Tennessee (Mr. Fly was formerly general counsel of Tennessee Valley Authority, with headquarters in Knoxville).

Then came the epoch-making address that proved the springboard for the finish fight against the FCC's monopoly regulations. The banquet hall and the balcony were jammed with some 900 present. Word had permeated the convention that Mr. Ethridge would sound the keynote.

Speaks for Himself Alone, He Says

In measured phrases the Louisville publisher-broadcaster denounced the FCC, the *Chicago Tribune* and the Administration for their assaults and positions. Chairman Fly flinched perceptibly many times as Mr. Ethridge hurled straight-from-the-shoulder blasts at him and his majority colleagues who approved the report. The broadcasters, almost to a man, hailed it as the most important declaration on the industry's behalf in its two-decade history.

Mr. Ethridge said first that he was not speaking for the radio industry, since he had resigned every connection he had ever had with the NAB, save for his station's membership in it, even to the mission which the President asked him to undertake in surveying industry needs. "I speak for myself, and myself alone," he asserted.

Disclaiming that his remarks meant that he had renounced the New Deal, to which he had subscribed before this Administration came into power, he said he never subscribed to the "absurd notion" that Mr. Roosevelt wanted to be a dictator, and that he intended to fight to preserve the deep, basic purposes of the New Deal.

Mr. Ethridge said he had urged the study assigned him by the President as desired because the Commission had made an attack on every front in radio—an attack of such breadth and vigor that there was on the part of almost every person the feeling "that something deep and underlying was going on." Referring to Chairman Fly's speech of the preceding day [see page 21 for the text] he said the chairman's conception was that the affiliates were "some 500 serfs."

After reciting the fronts upon which the FCC was attacking radio, he said he had a much deeper reason for not wanting to see a fight precipitated between the Administration and the radio industry. "We are engaged in a war besides which the adjustment of the 19-year-old structure of radio is trivial," he observed.

Indicates President Was 'Almost Betrayed'

When he said he firmly believed "the President was deceived as to the extent of radio's ills and almost betrayed in not being told the decisive possibilities of the sort of fight which was being invited," virtual pandemonium broke loose. Mr. Fly sat silent, gazing at the table. "If that fight comes," said Mr. Ethridge, "he (the President)

THE HEART OF WLAW 5000 WATTS NEW ENGLAND

IS THIS A MAJOR MARKET?

Buyers of advertising measure a market's value by two basic factors — "*how many people? . . . how much do they spend?*" Here are the answers for the WLAW market:

*PEOPLE—2,946,855 in the primary and secondary listening areas.

*THEY SPEND — $1,024,196,000 annually.

* *U. S. Census*

Compare these figures with other *major* markets.

WLAW

LAWRENCE, MASS.

5000 WATTS 680 K. C.

Columbia Affiliate

National Representatives

THE KATZ AGENCY, INC.

SURELY YOU'RE NOT TRYING TO COVER THE TEXAS GULF COAST WITHOUT THE TWINS!
WELL.... ER...R...

DOUBLE *Savings!*

● through our COMBINATION RATES

● . . . and BONUS POINT ADVERTISING

Trying to sell the Texas Gulf Coast without KXYZ-KRIS is like trying to farm without a plough. This is the Southwest's richest, fastest-growing section and you blanket the heart of it with these TWIN stations. Before you plan your sales campaign write us for survey data and sales information.

National Representatives:

THE BRANHAM COMPANY

KXYZ ★ KRIS

HOUSTON NBC • *Blue*

CORPUS CHRISTI NBC • *Red and Blue*

Both Stations MUTUAL *and* LONE STAR CHAIN *affiliates*

can blame the majority of the Commission which insisted upon it."

Because he did not want to see that fight, Mr. Ethridge said, when the President asked him to make a study and assured him that Mr. Fly would welcome it, he "was glad to undertake it." Then he observed, "It turns out, of course, that Mr. Fly did not welcome it."

In undertaking the study, Mr. Ethridge said he carried on conversations with a great number of industry people and invited memoranda from them, including the attorney for Mutual (Louis G. Caldwell) from whom he said he had received nothing so far. He declared he soon discovered there were no insoluble problems, and that they could be worked out to the advantage of both industry and Government if good faith were demonstrated on both sides.

Cracking at politics in FCC decisions in the face of declarations of policy, he said he knew of three instances of almost immediate action in favor of people "who were not unfriendly to the Administration."

Favors Commission Of Three Members

Broadcasters, he declared, will not have assurance of honest and intelligent regulation that will not produce chaos and further an eventual taking over by the Government until the President and Congress jointly enunciate a policy under which the Communications Commission shall regulate—"a policy so clear that there can be no mistake in the minds of anybody."

DOUBLE CHARLIE McCARTHY (Network Optional) performed by professionals. Ensconced on the lap of Ed Kirby (left rear) public relations director of NAB, is L. B. Wilson, president of WCKY, Cincinnati. The right-hand duo finds Glenn Snyder, WLS, Chicago, on the knee of Don Withycomb, assistant to M. H. Aylesworth, head of the Radio Division, associated with the Council for National Defense.

Mr. Ethridge said he would like to see a new Commission, perhaps of three men, "so hedged about by safeguards that members of Congress or radio operators or anybody else who approached them to suggest dispositions of licenses, except in open hearings, would be put in jail." Even Mr. Fly applauded that.

Alluding directly to the monopoly report for the first time, Mr. Ethridge said he had urged that the report be brought out "the sooner the better," and that he thought he had "produced it sooner but not better." He had suggested, however, that it not be issued with rules and regulations until the industry as a whole had been given an opportunity to study them against their practical operating experience [BROADCASTING, May 12].

The very way in which the report was issued raised a question of "good faith of an invitation to make the study," Mr. Ethridge declared. "I know the President on his part issued the invitation in good faith. But there has been a breach of faith, and I am perfectly certain that it can be pinned directly upon the Commission majority."

Accusing the majority with resorting to "sharp administrative practices," Mr. Ethridge said the Commission gave frank recognition to the doubt of its powers to carry out its purposes when it directed the orders against the stations rather than against the networks.

While nobody can speak dogmatically about the effect of the regulations, Mr. Ethridge expressed the belief that it is more than probable they would induce a lowering, rather than an elevating of program standards, and that they would have the effect of "gutting some small stations." He described the new order as founded upon "bad temper, impatience and vindictiveness," and intended to be "punitive, not constructive."

While Chairman Fly made pencilled notes, Mr. Ethridge said that to his mind the Commission has embarked upon a continuing process of adjustment that "will lead us sooner or later to the easy solution of having the whole thing taken over. The chairman of the Commission has denied that is his intent, and of course he speaks in all good faith, but people who set houses on fire frequently have no intent to do so."

Then came another thrust at Mr. Fly on his invitation of the preceding day to sit down with responsible representatives of the industry to discuss the implementation, the timing and the procedure in connection with the rules. "I venture the personal comment that the offer is equivalent to asking you whether you want six or eight pallbearers and whether you want to be cremated or put under ground," said Mr. Ethridge.

Mr. Ethridge said his sole purpose in accepting the Presidential commission to review the status and needs of American radio was to lay a basis for discussion in which the industry and Government could participate and out of which a new orientation of radio law and practice could emerge. But that work, he declared "has been destroyed not only by the text and tone of the Commission's order but by the evident determination of the Commission by precipitate action to forestall the expression of views by any other agency whatever."

Introduction on the preceding day of the White resolution was hailed by Mr. Ethridge as affording a "broader and more public forum in which he can take the very discussion and deliberation which the industry and, I believe, the public regard as essential." Then he concluded:

"I have therefore decided to stand aside as an individual and to recommend to the radio industry and to the public which has a vital interest to be served, that the White resolution be supported by every proper means. I urge that all groups, individuals and interests concerned with radio, and its development recommend the passage of the White resolution and thereafter participate in hearings. Only in such an orderly manner can the pattern of radio for the future be defined."

Howls, cheers, and whistles shook the hall. Every man, save Chairman Fly, jumped to his feet. Mr. Fly apparently awaited the next move.

And Then Came A Tense Moment

Then developed as tense a moment as ever hit an NAB convention. President Miller declared the session adjourned for 30 minutes to allow waiters to clear the room of luncheon tables. Chairman Fly had expected to be called upon to reply to Mr. Ethridge extemporaneously. To newsmen who asked him for comments, Mr. Fly, almost shaking with emotion, said he had been promised time. He dashed out of the room.

When Mr. Miller, some minutes later, sought to invite him to address the group, either immediately or at the afternoon session, Chairman Fly declined. To newsmen who followed him out of the room, Mr. Fly impatiently rejoined, "Leave me alone, leave me alone." Mr. Miller met the chairman again in the meeting room, by that time cleared of luncheon tables, and asked him about addressing the convention, but Mr. Fly was overheard to say "Don't make a speech to me now."

A discussion followed in Mr. Fly's suite, but he was not ap-

STYLED FOR Beauty ENGINEERED FOR Silence

NEW FAIRCHILD

Cabinet Model Transcription Turntables

Model F-81 Transcription Turntable

- New-style mounting for lower noise level.
- All-metal cabinet: gun-metal finish, chrome trim.
- Famous Fairchild units perform better than ever in these new cabinets. 30" high.
- Roomy disc storage cabinets.

Write for Complete Literature on F-81 Turntable Today!

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AVIATION CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

for

INTENSIVE COVERAGE

of the

SOUTH'S 7th CITY

among the 100,000 or more group for per capita

effective buying income

use

KTBS

SHREVEPORT, LA.

1,000 WATTS • NBC

Branham Company—Reps.

eased. Mr. Fly, it is understood, told the NAB president that he had been "denied the American right of free speech," and said he would "consider" the invitation to address the convention.

In opening the new session Wednesday afternoon, following this incident, Mr. Miller explained to the membership that Mr. Fly was under the impression he would be given an opportunity to reply to the Ethridge address. "I did not know he wanted to reply and I did not think it was fair to ask him to reply to a prepared address," he said. Mr. Miller said he "simply wanted to clear the record."

Reverting to the regular order of business, Mr. Miller asked the convention to take up consideration of the Ethridge suggestion that the membership endorse the White Resolution. There followed a motion by Father W. A. Burk, S.J., WEW, St. Louis, that such a resolution be adopted. The resolution, prepared in advance [see page 11] recited that whereas precipitate promulgation of the FCC's new rules threatens the freedom of radio, and whereas the NAB feels the public should be given an opportunity to learn just what the effect of the rules would be on American radio, the NAB should urge the Senate to give "prompt and favorable consideration" to the White resolution.

The resolution was unanimously carried.

CBS Promises to Join Fight to the Finish

Edward Klauber, CBS executive vice-president, who seldom makes a speech, pledged his network to "fight all the way" against the FCC rules.

He explained that CBS, because of the heavy meeting schedule of the convention, had not found it possible to hold a meeting of its own affiliates, and that there had been great curiosity as to what "we intend to do and why."

CBS is convinced, Mr. Klauber asserted, that if the FCC could arbitrarily exercise its power and completely terrorize everyone in broadcasting, "freedom of radio would be destroyed" and broadcasting "would degenerate into chaos, and the industry taken over." Declaring that CBS will "resist" the rules to the utmost, without rancor he said his network was prepared to exert its utmost efforts in the courts, over the air (with opposing views to be given equal time) and to go before the people "to uphold the freedom of radio and to determine these issues on an honest basis." He said the rules have tended to demoralize the industry, representing an exercise of power which the FCC does not have.

Don Elias, WWNC, Asheville, advocated that broadcasters should begin at once to approach their Senators. "My experience in politics has taught me that is the best way to get results," he observed.

CBS CONVENTIONEERS caught cogitating. (to r) Bill Schudt, general manager, Columbia Recording Service; M. R. Runyon, vice-president; Edward Klauber, executive vice-president; Herbert V. Akerberg, vice-president for station relations; Paul White, special events chief, and Merle S. Jones, KMOX manager and chairman of the convention committee.

Insurance Study Outlined by Clipp

Going into other business, Roger Clipp, WFIL, Philadelphia, chairman of the NAB insurance committee, described the committee's work in studying insurance problems and considerations for broadcast stations. He also reviewed the results of the NAB's recent survey of radio insurance, pointing out that the aim of the study is to develop an all-risk policy for radio stations which will be within the reach of all operators.

Daylight saving time, including pending Congressional proposals to establish a system of universal DST as a defense measure and the recently concluded NAB survey [BROADCASTING, May 12], was discussed in a forum conducted by John J. Gillin Jr., during the afternoon session. Mr. Gillin cited figures developed by the survey indicating an estimated annual loss of $5,000,000 to the radio industry, directly traceable to the present system of daylight saving observance. The survey was analyzed by Paul F. Peter, NAB director of research.

New Limitations On Announcements

Participating in the discussion, Willard Egolf, KVOO, Tulsa, and Jack Laemmar, radio director of Lord & Thomas, urged prompt action toward development of a uniform time system. Mr. Egolf, addressing himself to radio's policymakers and executives, including the networks, pointed out that under the present hodge-podge system there is a recurring deterioration of radio's stock-in-trade—radio time—and asked that radio proceed to market "a product of uniform quality."

Mr. Laemmar described the practical effects of the present system on programming. He maintained that settlement of the problem was a give-and-take proposition which would have to draw cooperation from the whole industry.

A business session devoted to the self-regulation code, broadcast advertising statistics, sales managers' activities and limitations on commercial copy was held Thursday morning and resulted in the adoption of new limitations on commercial announcements in 5, 10 and 25-minute programs.

Edgar L. Bill, WMBD, Peoria, chairman of the code committee, interpreted the effects of the code since its adoption three years ago in Atlantic City. "How well we regulate ourselves," he declared, "is a matter in direct ratio to the amount of regulation we get from other places."

Edward M. Kirby, NAB public relations director on leave of absence as chief of the Army Radio Section, observed that with the problems facing the industry, he has enjoyed the "relative tranquility of the War Department." He pointed to serious days ahead, and emphasized that radio is without a war experience.

Some of the specific things the code has given the industry are apparent, he pointed out. Educators no longer are clamoring for their own facilities; there is little complaint about children's programs; and women's organizations actively are supporting radio by virtue of the work of Mrs. Dorothy Lewis, vice-chairman of the Women's National Radio Committee. Mrs. Lewis, in the audience, took a bow.

Mr. Kirby said the code provisions guaranteeing equal time on controversial issues had proved highly satisfactory, and that the "system of self-regulation will carry us through the critical period ahead."

The convention unanimously adopted time limitations for commercials in 5, 10 and 25-minute programs after Chairman Bill and Henry P. Johnston, general manager of WSGN, Birmingham, had explained that many stations had asked for new code provisions covering these periods.

Problem of 10-Minute, 15-Minute Programs

Mr. Johnston explained that advertisers had been trying to buy 10-minute instead of 15-minute programs because of the limitation of 3 minutes and 15 seconds for daytime commercials and 2 minutes and 30 seconds for night commercials under the code. In 5-minute programs, advertisers were prone to use virtually all of the time for commercials.

Declaring it was obviously a violation of the spirit of the code if more time is used for credits in a 10-minute program than a 15-minute period, he said the industry is forced to set new standards. The 25-minute problem was created by the networks in scheduling evening

"DRAW A BEAD"
ON SALES IN
MONTANA
BY
USING

ward carter

KGVO
MISSOULA • MONTANA

WFMJ
Youngstown's
Favorite
Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

LEN RILEY'S
FIELD O'SPORTS

Nightly
WCKY
50,000 WATTS
CBS PROGRAMS

WISCONSIN RAPIDS
WFHR 1340 Kc. 250 W.
UNITING CENTRAL
WISCONSIN
with Studios at Wisconsin Rapids, Marshfield and Stevens Point
A FRIENDLY STATION
doing great things for dozens of advertisers. Let us show you some success stories.
WFHR GETS RESULTS!
Wm. F. Huffman, Owner
G. T. Frechette, Mgr.

5-minute news periods, and constituted the knottiest situation.

To make the limitations as reasonable as possible within the code limitations, the code committee recommended that on 5-minute programs the commercials be limited to 2 minutes daytime and 1 minute, 45 seconds night, and on 5-minute news periods to 1 minute, 45 seconds daytime and 1 minute, 30 seconds at night. There was the additional suggestion that even more rigid limitations be invoked.

On 10-minute programs the recommendation was for 2 minutes and 30 seconds commercial daytime and 2 minutes flat at night. On 25-minute programs the recommendation was 4 minutes and 15 seconds daytime and 2 minutes, 45 seconds at night.

James D. Shouse, vice-president and general manager of WLW, Cincinnati, as acting chairman of the NAB Research Committee, introduced Paul F. Peter, NAB Research Director, who reviewed the new NAB service *Broadcast Advertising Record*, a sort of media records of radio time sales. Business is measured in unit volume rather than in dollars, he pointed out. The first analysis was made in September and an experimental operation has progressed since then.

Some stations felt the effort of compiling the data was burdensome and took more time and money than it was worth, he said, but interest in it is indicated by the fact that some 230 stations now are cooperating by supplying the data, including the three major networks.

E. Y. Flannigan, WSPD, Toledo, chairman of the NAB Sales Managers' Executive Committee, told the convention the NAB finally has given the sales manager his place under the sun, with a separate department of broadcasting advertising, headed by Frank E. Pellegrin, who took office six weeks ago.

Pellegrin Reviews Problems of His

Mr. Pellegrin said that broadcast advertising as an industry job is open to all sorts of possibilities. He called radio a combination of the oldest of the arts and the newest of the sciences. It is now the second most important advertising medium, he pointed out.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

CORRIDOR GROUP (l to r): Thomas Sharp, KFSD; Naylor Rogers; Donald Thornburgh, CBS; Howard Meighan, CBS; Lincoln Dellar, KSFO; Hugh Beville, NBC; John Karol, CBS.

While the industry has fundamentally important problems, it should not neglect the business side, he said. With no business, there would be no music and no monopoly to worry about, since no one is interested in dead transmitters except for junk.

The new bureau, Mr. Pellegrin said, already has called on a number of accounts in the interest of the industry. He enumerated the four big tire manufacturers in Akron in the interest of cooperative dealer advertising, the American Meat Institute, now using substantial magazine space but no radio, and the Financial Advertisers Assn., which is affording new and complete cooperation. Exorbitant demands for merchandising service, per inquiry business and other "petty annoyances" all constitute fields where an industry job must be done, he said, and which have made radio harder to buy. He predicted real activitiy in his new bureau in an institutional way toward greater sales and prestige for the medium.

Col. Willard Chevalier, publisher of *Business Week*, was the guest speaker at the business session Wednesday forenoon. Speaking on "Planning Today for Post-War Business," he emphasized the important function of advertising not only during peacetime but during time of war emergency such as that existing today.

Suggestions Offered For Labor Relations

At the luncheon session Thursday, Ralph Brunton, KJBS, San Francisco, urged broadcasters to help build up the NAB labor relations department's store of labor information. He told broadcasters about the success of the San Francisco industrial council in promoting peaceful labor relations in that city, and said the NAB could render a similar service to the broadcasting industry only if it had the complete cooperation of all stations.

Edgar Bill, WMBD, Peoria, Ill., told the convention the only great complaint against operation of the highly successful code of program standards had come from labor unions. He pointed out that unions were entitled to time on the air when they offered programs "in the public interest", and urged stations to give careful consideration to requests for time.

Routine resolution passed in the closing minutes of the concluding business session thanked for their cooperation and participation Vice-President Henry A. Wallace; FCC Chairman James Lawrence Fly; Maj. Gen. Robert C. Richardson Jr.; Comdr. H. R. Thurber; Lowell Mellett; Maj. Edwin H. Armstrong; C. J. Burnside; Col. Willard Chevalier; Mayor William Dee Becker of St. Louis; Mr. and Mrs. Merle Jones and members of the committees of St. Louis broadcasters and their wives, Mrs. Harold V. Milligan, Mrs. Dorothy Lewis, Dr. Julio Barata, Glenn Bannerman and others.

Defense Committee Calls Meeting

Closing the business sessions, President Miller commented briefly on radio's role in national defense, pointing out that he was appointing a radio national committee upon authorization by the NAB board. Appointment of the committee carries out the idea developed at convention breakfast sessions on national defense presided over by Ed Kirby, NAB public relations director and a dollar-a-year civilian advisor to the radio section of the War Department's Bureau of Public Relations.

"The committee which will be representative of the industry and of all sections of the country, will be called to meet in Washington in the immediate future to confer with officials of War, Navy and State Departments and other Governmental and civilian agencies engaged in the promotion of the country's defense," Mr. Miller explained. Through this committee the industry will be enabled to further coordinate radio's vast national defense programming by stations and networks.

"The radio industry already has manifested its patriotic devotion to the national security. It is prepared to extend this in every direction. We deeply appreciate the expressions of confidence which came from Maj. Gen. Robert Richardson of the War Department and from Comdr. H. R. Thurber of the Navy Department. Like the Army and Navy, American radio, come what may, is ready.

"Broadcasters of the United States are already rendering this nation an unparalleled service in national defense. They are engag in recruiting skilled workers f the U. S. Civil Service Commiss —men to manufacture muniti tanks, artillery, small arms, nav torpedoes, airplanes and fighti ships for the navy. They are e gaged in recruiting 10,000 flye for the U. S. Navy. They are a sisting the Treasury Departme in selling several billion dolla worth of Government securities— finance the purchase of national d fense materials and equipment.

Flying Cadet Drive Next on Schedule

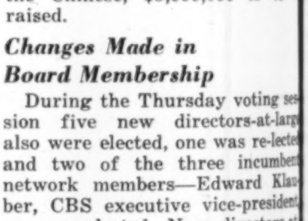
"On next Tuesday broadcaste will be mailed a letter from Arth Stringer of the NAB staff whi will solicit their cooperation in r cruiting 30,000 flying cadets f the Army.

Broadcasters have assisted i raising nearly $30,000,000 for th relief of sufferers in war-torn E rope and elsewhere throughout th world. They have given and ar giving their facilities to maintai the morale of the citizen Army the men in the U. S. Navy and th morale of civilians.

"Not many months ago radi took the story of Selective Servi to the country—hundreds of pro grams were broadcast in every State. Alien registration, under d rection of the Department of Jus tice, would never have been so suc cessful without the help of th broadcasters. Two current cam paigns, both receiving the suppor of the broadcasting industry, ar those of United China Relief, a well as United Service organiza tions whose goal is almost $11,000 000 for recreational facilities i over 339 locations adjacent t camps, naval stations and defens centers throughout the Unite States and its oversea bases. An for the relief and rehabilitation o the Chinese, $5,000,000 is to b raised.

Changes Made in Board Membership

During the Thursday voting ses sion five new directors-at-larg also were elected, one was re-lecte and two of the three incumben network members—Edward Klau ber, CBS executive vice-president were re-elected. New directors-at large are James D. Shouse, WLW and Joe Maland, WHO, represent ing large stations; C. W. Myers KOIN-KALE, and Don Elias WWNC, representing medium sta tions; James W. Woodruff Jr.



The Pioneer Voice of Kansas

KFBI

WICHITA

5000 day

1000 nite

1070 Kc.

SURROUNDED by masculine admirers is Peggy Stone, International Radio Sales, New York. The menfolk are (l to r): Walter Koessler, WROK, Rockford, Ill.; Carl Vaughn, KPAC, Port Arthur, Tex.; Paul LaStayo, WAAT, Jersey City; Frank Smith, KXYZ, Houston; Jack Draughon, WSIX, Nashville.

Regional Group Disbands

THE National Assn. of Regional Broadcasting Stations, meeting in private session at the NAB convention in St. Louis May 13, unanimously moved legally to dissolve the organization, dormant for the last year. The motion was made by Walter J. Damm, WTMJ, Milwaukee, and seconded by Clarence Wheeler, WHEC, Rochester. The NARBS chairman, John Shepard 3d, president of Yankee and Colonial Networks, stated $7,082 was in the treasury, and this sum would be redistributed proportionately to stations which had answered the last two calls for NARBS funds.

WRBL, John Elmer, WCBM, to represent small stations. Mr. Elmer was re-elected.

Other nominees in the small and medium categories included Ellis Atteberry, KCKN, and Cedric Foster, WTHT, Harry S. Wilder, WSYR, and Hulbert Taft Jr., WKRC. Mr. Maland and Mr. Shouse were the only nominees in the large station class.

Before the two network nominees were re-elected by acclamation, NAB President Neville Miller read a letter from Alfred J. McCosker, MBS board chairman and president of WOR, New York, withdrawing the name of Fred Weber, MBS general manager, from the network representation.

The new directors-at-large from individual stations succeeded Mark Ethridge, WHAS, and Harold Hough, WBAP, among large stations' representatives; George W. Norton Jr., WAVE, and Don Searle, KOIL, among medium stations; Harry R. Spence, KXRO, who during the last year served with Mr. Elmer in representing small stations.

Cleveland was picked by NAB members as first choice for a 1942 NAB convention site in balloting Thursday afternoon. New Orleans was second choice and New York third. Under amendments to the NAB by-laws approved by the membership last Tuesday, members for the first time had an opportunity to pick for themselves their convention city.

In addition to the three top-choice cities, offered as convention sites were Pittsburgh, Dallas and Fargo, N. D. Under the new procedure members select three projected convention sites, in order of preference. The board of directors bases its final choice on these preferences, choosing the first place selection if satisfactory accommodations and arrangements can be made for the convention there, and if not, proceeding to the second and third choice, in order. In event none of the named cities qualify, the board of directors selects another city and also sets the date of the convention.

Revised System of Voting Adopted

The voting system for directors-at-large was altered by amendment of the by-laws this year. Under the new procedure nominations are made in each class of representation—small, medium, and large. A primary ballot reduces the number of candidates in each category to a maximum of four, of whom two are elected on the final ballot. Ballots were distributed to the membership in the form of small books with perforated ballot pages to be torn out upon voting.

Other members of the board of directors include: Paul W. Morency, WTIC; Clarence Wheeler, WHEC; Isaac D. Levy, WCAU; John A. Kennedy, WCHS; Frank King, WMBR; Edwin W. Craig, WSM; J. H. Ryan, WSPD; John E. Fetzer, WKZO; William H. West, WTMV; John J. Gillin Jr., WOW; Earle H. Gammons, WCCO; Herbert Hollister, KANS; O. L. Taylor, KGNC; Eugene P. O'Fallon, KFEL; Howard Lane, KFBK; Harrison Holliway, KFI-KECA.

Plan to Remove Daylight Saving Effect On Schedules Voted by Sales Managers

A PLAN by which the observance of daylight saving time will have no effect on time schedules, and "change of time" will be abolished permanently, was approved unanimously by the NAB Sales Managers Executive and General Committees, May 12, in St. Louis.

The resolution was submitted by Willard Egolf, sales manager of KVOO, Tulsa. The entire industry will be asked to cooperate in the plan.

Approximately 35 members representing the 17 districts attended the closed session presided over by E. Y. Flanigan of WSPD, Toledo.

Text of Proposal

The Egolf resolution, as adopted, reads:

WHEREAS, the sales managers of the radio industry are charged with the responsibility of selling radio time and further seeing that radio time is made productive for its purchasers; and

WHEREAS, the observance of daylight saving time in some sections of the United States and its non-observance elsewhere disrupts radio time schedules; and

WHEREAS, it is our opinion that this disruption of radio time schedules is the direct cause of lost radio billing amounting to hundreds of thousands of dollars annually; and

WHEREAS, this disruption of radio time schedules occasions inconvenience to buyer, station and public; therefore

BE IT RESOLVED, that all branches of the radio industry should cooperate in perfecting a plan whereby the observance of daylight saving time shall have no effect on radio time schedules and whereby "change of time" shall be abolished permanently.

The committees also agreed to start work immediately on a standard manual on public relations work to be used by sales managers. In addition, a uniform policy for the handling of commercial mail containing monies was adopted. Hereafter all accounts will be asked implicit instructions for the handling of such mail, these instructions will be carried out to the letter, and upon delivery to a common carrier all station responsibility will cease. While this policy has, in effect, always been carried out, the committees felt it should be in the record to eliminate any misunderstanding between station and client.

Col. Harry Wilder, owner-manager of WSYR, Syracuse, chairman of the recently dissolved special NAB committee to deal with the AAAA on standard contract forms, reported on that subject. His report was referred to the to-be-appointed Sales Managers Division.

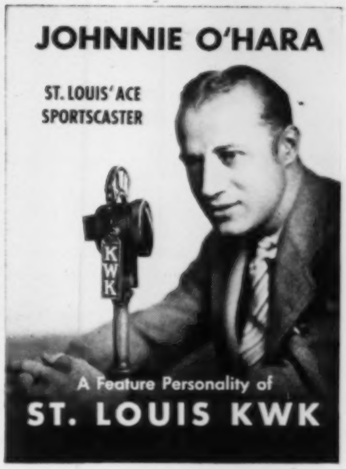
Full cooperation with the Financial Advertising Assn. was voted whereby sales managers will furnish general information and success stories on radio as a sales medium.

Horace Schwerin, general manager and director of research of the Raymond Spector Co., New York advertising agency, gave a detailed report on that company's audience reaction measurement plan. Additional information will be gathered on this and will be acted upon at a later date.

Changes in Net Leaders

BOB HOPE is either the top-ranking program or in fourth place, according to which radio rating report you follow. The Hooper report for May puts the Pepsodent comedian at the top of the list, with Fibber McGee & Molly second and Jack Benny third. The CAB report, however, ranks Fibber, Benny and Charlie McCarthy as one-two-three, with Hope fourth. Both reports show the leaders closely bunched.

FOR the third anniversary broadcast May 23 of *Information Please*, sponsored on NBC-Red by American Tobacco Co., New York, for Luckies, Deems Taylor, music critic and "guest expert" on the program, will change places with Quizmaster Clifton Fadiman, while Fadiman will face the questions with John Kieran, Oscar Levant and Franklin P. Adams.



JOHNNIE O'HARA

ST. LOUIS' ACE SPORTSCASTER

A Feature Personality of

ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

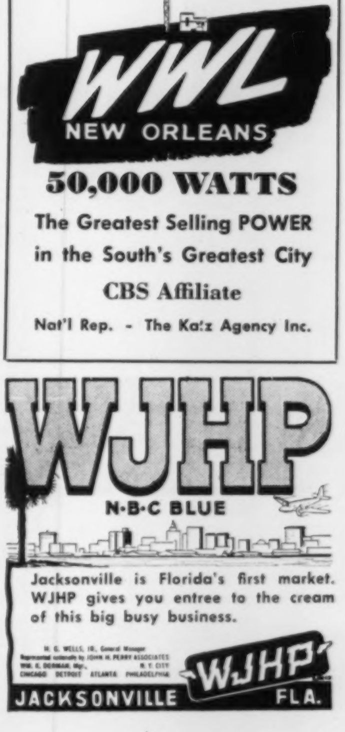
YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.



WJHP
N·B·C BLUE

Jacksonville is Florida's first market. WJHP gives you entree to the cream of this big busy business.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP
JACKSONVILLE FLA.

XUM

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MAY 10 TO MAY 16 INCLUSIVE

Decisions . . .

MAY 9

MISCELLANEOUS—**WCOV, Montgomery, Ala.,** granted modification CP change to 1240 kc; **KRKO, Everett, Wash.,** granted modification CP to 1400 kc; **WMRF, Lewistown, Pa.,** granted modification CP new station for new transmitter; **WTSP, St. Petersburg, Fla.,** granted modification CP re type of transmitter, 1380 kc under treaty; **WWNY, Watertown, N. Y.,** granted license new station; **WHB, Kansas City,** granted CP new transmitter; **W2XWV, New York,** granted license new television station 78-84 mc 1 kw aural and visual, experimentally.

MAY 12

MISCELLANEOUS—**K45LA, Los Angeles,** granted temporary authority FM 44.5 mc 1 kw; **W39B, Boston,** granted extension temporary authority FM on 43.9 mc 1 kw; **W2XMN, Alpine, N. J.,** granted extension temporary authority additional transmitter.

MAY 13

WHEB, Portsmouth, N. H.—Granted assignment license from Granite State Broadcasting Corp., licensee, to WHEB Inc. (assignor to sell and assign all station property for $6,000 and pay H. J. Wilson, controlling shareholder of assignor, $6,000 for surrendering his stock, 80% common voting, for cancellation and $6,400 for advances to assignor for which he holds notes).

WBLJ, Dalton, Ga. — Granted consent transfer control from J. B. Roach to H. C. and T. W. Kenemer, d/b as Kenemer Bros., partnership (59% of issued and outstanding stock for $10,000 cash).

WJBK, Detroit—Granted consent acquisition of control by Richard A. Connell and Henrietta Connell (wife) of James F. Hopkins Inc., licensee (5 1/3% of common stock, $10 par, 5 5/9% of common stock, no par, and 5.53% of preferred, $10 par, total consideration $5,173).

SET FOR HEARING—**NEW, MSB Broadcast Co., Omaha,** reconsidered action 6-25-40 granting CP and set for hearing, also modification CP and application transfer control; **KFXM, San Bernardino, Cal.,** CP change to 1420 kc 1 kw N & D increase from Sh.-KPC to unl., change transmitter, antenna.

MISCELLANEOUS—**NEW, Head of the Lakes Broadcasting Co., Duluth,** placed in pending files under Order 79 application FM 44.5 mc.; **NEW, Contra Costa Broadcasting Co., Richmond, Cal.,** placed in pending files under Order 79 application CP 1210 kc 500 w, ltd.-WCAU; **NEW, Metropolis Co., Ocala, Fla.,** and **Bay Co. Publishers, Panama City, Fla.,** denied motions for immediate specification of issues, fixing date etc.; **KMLB, Monroe, La.,** denied reconsideration and grant without hearing application CP change to 1410 kc 1 kw directional N; **NEW, Natchez Radio Corp., Natchez, Miss.,** denied petition for reconsideration and grant without hearing application CP new station, and reconsideration and designate for hearing application of **Natchez Broadcasting Co.** for CP new station.

MAY 15

MISCELLANEOUS—**W55M, Milwaukee, WNBI and WRCA, New York, W47A, Schenectady,** granted temporary extensions; **WBIR, Knoxville,** granted license new station 1240 kc 250 w unl.; **KBIZ, Ottumwa, Ia.,** granted license new station 1240 kc 100 w unl.

MAL 16

MISCELLANEOUS — **NEW, Helen L. Walton & Walter Bellatti, Jacksonville, Ill.,** denied indefinite continuance oral argument, now set for 5-22, re applications of Stephenson, Edge & Korsmeyer, Jacksonville; **NEW, Fairfield Broadcasting Corp., Lancaster,** granted leave amend application CP to 880 kc 1 kw; **WRDW, Augusta, Me.,** granted indefinite continuance hearing, now set for 5-29-41; **NEW, Trent Broadcast Corp., Trenton, N. J.,** granted amendment application re frequency, and removed from hearing docket; **WDAS, Philadelphia,** granted continuance hearing 30 days srom 5-26 re WCAM, WCAP, WTNJ renewal, WDAS change freq. etc.; **WTAQ, Green Bay, Wis.,** granted dismissal application CP change antenna.

Applications . . .

MAY 12

WABI, Bangor, Me.—Modification CP for new transmitter etc., asking approval transmitter site, antenna.

NEW, Midstate Radio Corp., Utica, N. Y.—CP 1450 kc 250 w unl.

NEW, Peter Q. Nyce, Alexandria, Va.—CP 740 kc 1 kw ltd. LS Houston, amended to D.

KBUR, Burlington, Ia.—Modification CP new station re transmitter, studio sites, for approval antenna, new type transmitter.

WJOB, Hammond, Ind.—Voluntary assignment license from O E Richardson and Fred L. Adair to O. E. Richardson, Fred L. Adair and Robert C. Adair.

KWLK, Longview, Wash.—Authority transfer control from Hugh McClung, 55 shares common stock, and Mrs. Marjorie McClung, 85 shares common stock, executrix estate of Ray McClung, to C. O. Chatterton 125 shares and John M. McClelland Jr. 15 shares.

MAY 13

NEW, Interstate Broadcasting Co., New York—CP FM 48.7 mc 8,550 sq. miles 10,817,455 pop.

WAKR, Akron—CP increase to 5 kw directional N 1550 kc under treaty.

WTAL, Tallahassee, Fla.—CP change transmitter.

NEW, George Johnston Jr., Birmingham—CP 1340 kc 250 w unl.

NEW, Board of Education, Chicago—CP noncommercial educational station 42.5 CM 1 kw unl.

KDON, Monterey, Cal.—CP increase to 5 kw N & D 1470 kc, move transmitter.

KARM, Fresno, Cal.—CP change to 1430 kc 1 kw, amended to change name to KARM, the George Harm station, increase to 5 kw directional N & D.

MAY 16

NEW, Herman Radner, Dearborn, Mich.—CP 680 kc 1 kw D.

KHUB, Watsonville, Cal.—Voluntary assignment license to Luther E. Gibson.

Tentative Calendar . . .

MAY 20

NEW, Camden Broadcasting Co., Camden, N. J.—CP 800 kc 500 w D.

RADIO SURPASSED the 1,000-mark in attendance for the first time in St. Louis and these executives George M. Burbach (left), executive director of KSD, and Merle Jones, general manager of KMOX, were given the major cedit, as the local chairmen.

MAY 21

NEW, High Point Broadcasting Co., High Point, N. C.; NEW, Ralph L. Lewis, Greensboro, N. C.—Consolidated hearing on applications CPs 1370 kc 100 w unl.

MAY 22

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—CP 1150 kc 250 w D;

NEW, Helen L. Walton & Walter Bellatti, Jacksonville, Ill.—Same.

MAY 23

KMLB, Monroe, La.—CP 1410 kc 1 kw unl., directional N.

MAY 27

KMA, Shenandoah, Ia.—License renewal.

JUNE 2

NEW, Symons Broadcasting Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl.

WHB, Kansas City—CP 710 kc 5 kw directional unl.

WTCN, Minneapolis—CP 710 kc 10 kw unl., directional N.

WGST, Atlanta—License renewal (to be held in Atlanta).

JUNE 16

KFNF, Shenandoah, Ia.—Renewal.

Network Accounts

All time EDST unless otherwise indicated

BOWEY'S Inc., Chicago (Dari-Ric products), on May 31 discontinue *News & Rhythm* on 34 CBS stations Sun., 11:05-11:30 a.m., and start *Stars Over Hollywood* on 45 CBS stations, Sat., 12:30-1 p.m. (rebroadcas 1:30-2 p.m., which will be dropped after the end of DST). Agency: So enson & Co., Chicago.

CORN PRODUCTS REFINING Co., New York (Karo), on May 26 starts 130 participations in *Yankee Network News* on 19 Yankee stations, 5 weekly. Agency: C. L. Miller Co., Agency.

GENERAL BAKING Co., New York (Bond bread) on June 23 starts participation in *Gene & Glenn* on Yankee stations, Mon. thru Fri., 12-12:15 p.m. Agency: Newell-Emmett Co., N. Y.

GENERAL ELECTRIC Co., Schenectady (institutional), on May 15 started *News of Industry* on 18 NBC-Blue stations, Thurs., 8:30-8:45 p.m. Agency: Maxon Inc., N. Y.

Renewal Accounts

GENERAL MILLS, Minneapolis, on June 2 renews for 52 weeks four programs, all on 28 NBC-Red stations: Mon. thru Fri., *Light of the World* (Gold Medal Flour) 2-2:15 p.m.; *Mystery Man* (Wheaties) 2:15-2:30 p.m.; *Valiant Lady* (Bisquick) 2:30-2:45 p.m.; *Arnold Grimm's Daughter* (Corn Kix) 2:45-3 p.m. Agencies: Blackett - Sample - Hummert, Chicago, Knox Reeves Adv., Minneapolis.

LIGGETT & MYERS Co., New York (Chesterfield), on June 16 renews for 52 weeks *Pleasure Time* on 102 NBC-Red stations, Mon. thru Fri., 7-7:15 p.m. Agency: Newell-Emmett Co., N. Y.

KNOX GELATINE Co., Johnstown, N. Y., on May 20 renewed *Behind the Headlines With Bob Garred*, Tues. & Thurs., 6:50-7 p.m. (PST), on 3 stations of CBS Pacific network, KNX, Los Angeles; KSFO, San Francisco; KARM, Fresno. Agency: Kenyon & Eckhardt, N. Y.

NOXZEMA CHEMICAL Co., Baltimore (ointment), on April 11 renewed for 13 weeks *Quiz of Two Cities* on 2 California Don Lee stations (KHJ KFRC), Fri., 8-8:30 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

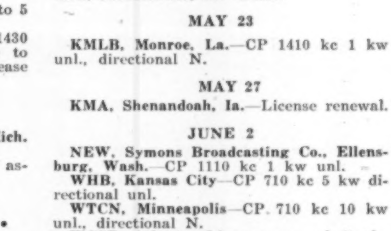
Network Changes

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine, White King soap), on June 2 shifts *Knox Manning News* on 11 CBS stations Mon. thru Fri., from 4-4:15 p.m. (PST) to 2-2:15 p.m. (PST). Agency: Raymond R. Morgan Co., Los Angeles.

BEST FOODS, New York (Hellman's Mayonnaise), on June 2 shifts *We, the Abbots* from 59 CBS stations, 4:15-4:30, to 59 NBC-Red stations, 5:30-5:45 p.m., Mon. thru Fri. Agency: Benton & Bowles, N. Y.

CAMPBELL SOUP Co., Camden, on June 13 discontinues *Campbell Playhouse* for 13 weeks on 65 CBS stations, Fri., 9:30-10 p.m.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel), on June 28 discontinues *Uncle Ezra* for summer on 87 NBC-Red stations, Sat., 10-10:30 p.m.



Chief Engineer gives
LOW-DOWN
on PICK-UP!

"Easy to scalp pick-up problems when you use Western Electric 639B mike," says the Chief. "Take choice of six patterns at turn of switch and watch feedback and reverberation bite dust! No set-up too tough for this papoose. For whole story, send runner quick to Graybar Electric Co., Graybar Building, New York, N. Y."

Western Electric

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

Operator—Three to four years experience transmitter, studio and remote. One kw eastern regional CBS affiliate. Box 482, BROADCASTING.

Program Director—Wanted by regional, non-network station originating programs for rural and small town audiences in 3 states. Box 481, BROADCASTING.

Engineer—Experienced Transmitter and Control Engineer for full time local and Net affiliate. State qualifications, age, etc. Write Box 478, BROADCASTING.

Wanted—Two good field representatives to sell news report to radio stations and newspapers. Experience necessary and good past records important. Write complete details to Box 485, BROADCASTING.

Wanted—Production Manager who can announce, write, handle special events and program 250 watt station, west coast. Must have license to carry relief shift. Send picture, transcription, qualifications and expected salary. Job open June 1st. Box 484, BROADCASTING.

Radio Technicians And Engineers Wanted—Large broadcasting company in East has openings for experienced radio technicians-engineers who can speak or have a knowledge of Spanish and/or Portuguese. Apply in writing, stating detailed qualifications, includng photograph, to Box 476, BROADCASTING.

Help Wanted (Continued)

SALESmen—Experienced, campaigns, copywritirg, announcing. State — marriage, draft status. Bondable. Box 486, BROADCASTING.

Positions To Offer—Combination operator-announcers, transradio press, salesmen, others except talent. Register with recognized employment bureau—National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Announcer—Good voice, control operator, no engineering. Experience musical directing, productions, good singer. Employed. Salary, preferably larger station. Box 480, BROADCASTING.

Production-Program Manager—Also announcer, writer—fourteen years' experience—willing to make investment—employed but wants to make a change. Box 479, BROADCASTING.

Make This Your Big Year—With the services of an experienced local-program producer. Sell audience-building ideas that produce against competition. Ten years in station and agency work. References. Draft exempt. Box 483, BROADCASTING.

Wanted to Buy

Used Turntable—Chassis with lead screw and cutting head. Reasonable. WBRK, Pittsfield, Mass.

CRC Disc Serves

COLUMBIA Recording dealers in 46 cities are receiving special chain-break announcements from CRC for placement on local stations to coincide with the appearance of Leopold Stokowski and the All-American Youth Orchestra on their transcontinental tour during May and June. CRC has allocated a special cooperative advertising fund for these dealers, and also is scheduling special Stokowski tour commercials for two weeks in advance of each concert on *Masterworks of Music* programs.

Crystal Specialists Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to—
1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . **$30.00**
LOW DRIFT - APPROVED BY FCC
Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

SALES EXECUTIVES (seated): Al Harrison, United Press, New York; Frank Chizzini, NBC Radio Recording, Chicago. Standing: Willis Parsons and Jack Treacy, NBC Radio Recording, New York.—Photo taken at NAB Convention.

C & S Replacement

STANDARD BRANDS, New York, has just about decided on *What's My Name* as summer replacement for the *Chase & Sanborn* program, it is learned, although contracts have not yet been signed. During July and August, while Edger Bergen vacations, the program will advertise Royal desserts instead of Chase & Sanborn coffee. Sherman K. Ellis & Co., New York, is the Royal agency.

Must Amend Suit

NEW YORK Supreme Court last week ruled that the 14 songwriters who are suing CBS, NBC, NAB and BMI for $1,217,500 damages, charging conspiracy to keep their songs off the air, must file an amended complaint, with portions referring to alleged anti-trust activities omitted. Court also ordered Frank Madden, only plaintiff who is not an ASCAP member, to file a separate complaint. Rulings were made on motions of the defendants [BROADCASTING, April 28].

CHIEF ENGINEER

Do you want a man with executive experience who can take complete charge of your engineering department and make it click? Station of any power.
Experienced in all phases of broadcast station operation. Could do double duty as chief engineer and assistant manager. Can handle directional antenna systems.
Married. Now employed. Let me tell you more.
BOX 477, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
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Main Office: 7134 Main St. Kansas City, Mo.
ACCURACY
Crossroads of the World Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in BROADCASTING for Results!

IRNA Votes to Operate Independently

Objects to FCC Report; Paid Personnel to Be Engaged

REVIVAL of Independent Radio Network Affiliates Inc., representing the strongest segment of the industry, as a going concern with paid personnel and functioning independently of the NAB, was presaged by action taken May 13 at the annual meeting of the group in St. Louis May 13 attended by 250 broadcasters.

On the heels of the adoption of a resolution expressing vigorous disapproval of the FCC monopoly regulations, the membership adopted a proposal that the present by-laws requiring membership in the NAB as a condition precedent to membership in IRNA be repealed.

This was done unanimously, and board members promptly disclosed their intention of retaining a paid executive to headquarter either in New York or Washington and direct the group's activities.

Endorse White Inquiry

At the organization meeting of the IRNA board held in St. Louis Wednesday, the resignations of Samuel R. Rosenbaum as chairman and Paul W. Morency as vice-chairman, were rejected by unanimous vote. On request they agreed to continue to serve until the next meeting of the board to be held at the call of the chair.

The board adopted a resolution directing the officers to "prepare and submit a plan for approval by the board for IRNA to support such efforts as will be organized by any and all agencies in the industry to endorse the White Senate resolution and endeavor to obtain its passage."

The IRNA officers were authorized by the board to submit a recommendation for the engagement of a paid representative to conduct negotiations with the networks in further efforts to obtain adoption of the changes in network operating practices recommended by IRNA for the past three years.

The convention also endorsed the resolution introduced May 13 by Senator Wallace H. White Jr. (R.—Me.), requesting a suspension of the new network regulations and seeking an investigation of radio with a view to enactment of a new radio law to supplant the present Communications Act.

The resolution adopted disapproving the FCC monopoly regulations follows:

"Resolved, that in the opinion of the members of Independent Radio Network Affiliates Inc., here assembled, the FCC regulations on network broadcasting issued May 2, 1941 will, if carried out in their present form, seriously impair the ability of network affiliates as radio licensees to render the service which the public has been receiving and to which it is entitled, and which has been proclaimed as the finest broadcast service in the world."

John A. Kennedy, West Virginia Network; I. R. Lounsberry, WGR-WKBW, Buffalo; Paul W. Morency, WTIC, Hartford; C. W. Myers, KOIN-KALE, Portland, Ore., and W. J. Scripps, WWJ, Detroit, were unanimously reelected directors for three-year terms.

Other directors are: Martin B. Campbell, WFAA-WBAP, Dallas-Ft. Worth; Arthur B. Church, KMBC, Kansas City; Don S. Elias, WWNC, Ashville; George W. Norton Jr., WAVE, Louisville; Hulbert Taft Jr., WKRC, Cincinnati (terms expiring in 1943); H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; Mark Ethridge, WHAS, Louisville; Samuel R. Rosenbaum, WFIL, Philadelphia; L. B. Wilson, WCKY, Cincinnati (terms expiring in 1942).

Rosenbaum's Position

Swift action came on the resolutions following two hours of general discussion under the chairmanship of Mr. Rosenbaum. He first reviewed the last year's activity which was highlighted by IRNA's strong participation in the network-monopoly hearings before the FCC, with the retention of Paul M. Segal as counsel. Efforts to procure relief from the networks on station-break and hitch-hike announcements not only proved futile but have become worse, he said, despite the efforts of separate negotiating committees.

Mr. Rosenbaum asked that he be relieved of the chairmanship because of events which transpired during the monopoly hearings when allegations had been made against him because of a new compensation arrangement worked out in behalf of the owners of WFIL. This had caused rigorous examination of Mr. Rosenbaum before the FCC Monopoly Committee.

While this situation had been explained, Mr. Rosenbaum said that MBS had questioned it and he felt his usefulness might be impaired. Thereupon he suggested that IRNA accept his resignation, particularly since his duties in Philadelphia as a banker required his full time.

Mr. Rosenbaum, in discussing the ASCAP contract situation, said that IRNA, through Mr. Morency and himself, had participated actively in all of the deliberations. In the event NBC and CBS make deals with ASCAP on a blanket fee basis, he said, there will be opportunity for affiliates to contract on a per-piece or per-program basis. Thus, he said, the network resumptions with ASCAP would not bind affiliates to take contracts.

Calling for discussion of the monopoly report, Mr. Rosenbaum said there were two approaches—appeasement or attack. He said those favoring the former course feel the industry must become reconciled to more stringent regulation, and that they should not kid themselves into believing the regulatory tide can be swept back with a broom. Those fostering outright attack feel the FCC is government-ownership minded, that it is grasping for power and that it is extremely political minded and does things for its friends despite its own rules.

Their Views

One by one prominent broadcasters advanced their views. George Storer, president of Fort Industry Co., operating six stations, said he thought MBS affiliates should be just as concerned as others because of the non-exclusive clause of the regulations, permitting other stations to solicit their accounts.

Other salient comments were:

John A. Kennedy, West Virginia Network: "The White Resolution is a very proper one and we should do everything in our power to support it. Unless we get it into our heads and realize the kind of fight we're in, we might as well [illegible] up."

John Patt, WGAR, Cleveland: "The great majority of affiliates are decidedly opposed to these regulations. It should be shown, however, how individual licensees are adversely affected, to eliminate some of the confusion."

Harold Wheelahan, WSMB, New Orleans: "I move that the convention approve a resolution declaring its opposition to the regulations on the ground that the public will be adversely affected, and will have the inevitable result of impairing public service."

Edgar Bill, WMBD, Peoria: "While as a network affiliate I have many times asked the networks to do something for affiliates, as a student of public service I believe that the networks have made a tremendous contribution to the public."

Individual Comments

Earl J. Glade, KSL, Salt Lake City: "We in the West feel very dependent upon the networks. Perhaps the FCC has taken too seriously the business complaints of affiliates. We shudder to think what would happen if the potency of network service is interfered with."

Arthur Church, KMBC, Kansas City: "There is no argument about the desirability of this resolution. It is a splendid statement, but what are we going to do about it? Two years ago we adopted a platform of principles for IRNA, but nothing has been done. I still think we should retain a capable executive director to manage our affairs. What are we going to do after we pass the resolution without an organization?"

Gordon P. Brown, WSAY, Rochester: "I can't see how we can pass the resolution until we know what it is going to do under the rules. I would like to see the regulations interpreted."

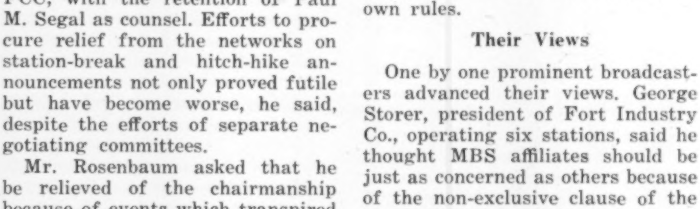
Walter C. Evans, vice-president, Westinghouse Radio Stations Inc.: "I share the views of many people here in that I don't like to see additional regulations in what is already an overregulated industry. Up to the present time there has been no clear-cut statement of policy from either major network. They should make plain their courses of action. Until then I would prefer not to make a full expression."

Relief Needed

Harrison Holliway, KFI-KECA, Los Angeles: "We are against the regulations in the interest of public service. Under it networks become a sort of nebulous thing. KFI, as a 50,000 watter, could benefit financially, but I think the long-range view must be that this means rate-fixing, program regulation, and other Government encroachment."

Gardner Cowles Jr., Iowa Broadcasting Co.: "I favor both the IRNA and the White resolutions. The industry has to look to Con-

(Continued on page 54)



Drawn for BROADCASTING by Sid Hix

"This Game Is Coming to You Through the Courtesy of the Ducky-Wucky Lingerie Shoppe!"

Leadership in Library Service

A Tempest in a "Teagarden..."

. . . has been created by the addition of another big name to the roster of Standard Radio Program Library popular orchestras. This time it's Jack Teagarden, long famed as featured trombonist with Paul Whiteman, now heading his own great band. He has selected the best of the musicians with whom he has played in the past, and if we do say so ourselves, you oughta hear them! First Teagarden selections were released May 15, and the reaction was instantaneous and phenomenal.

* * *

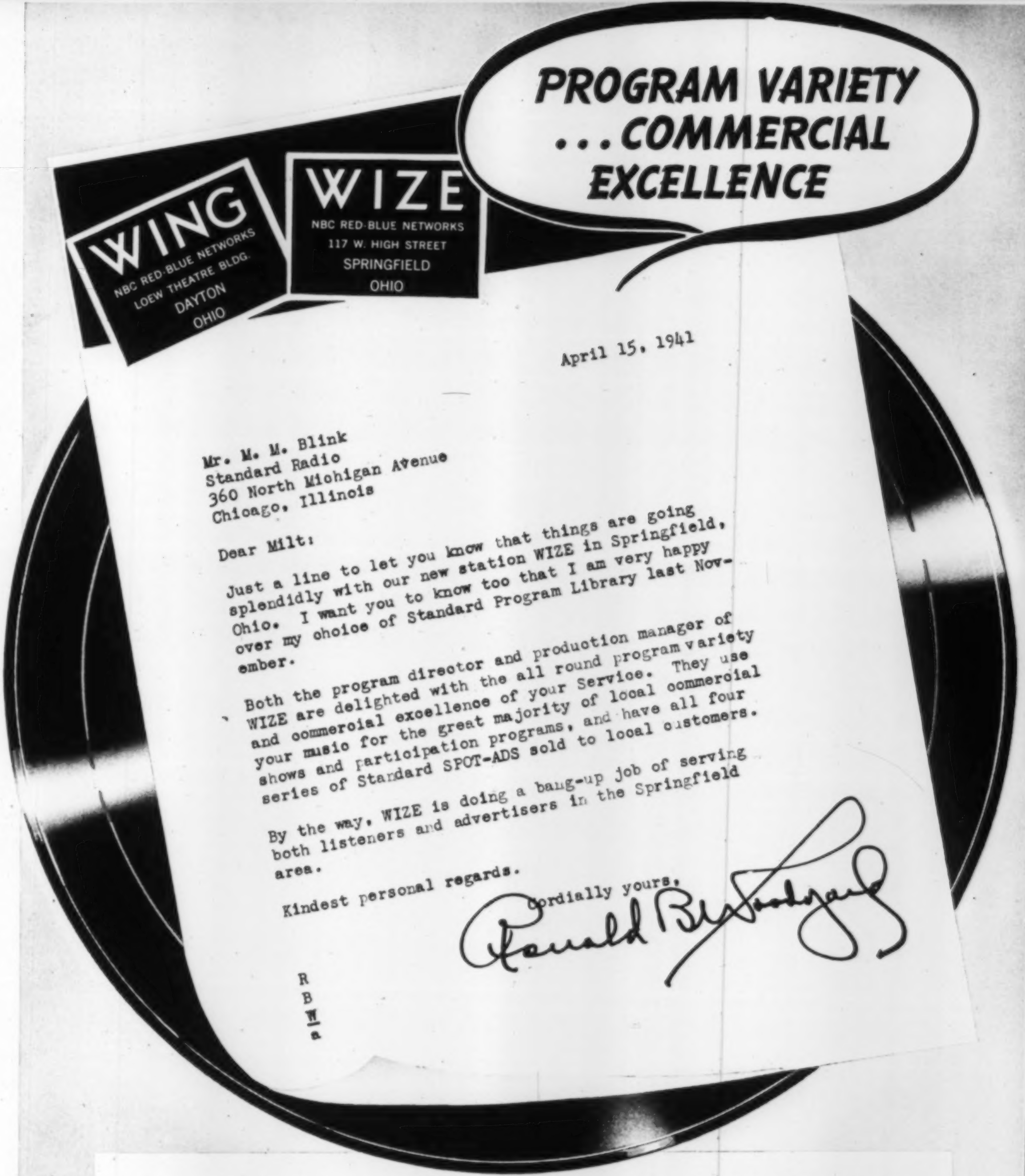
Speaking of reactions, the first uninterrupted symphonic music by Svedrofsky and the American Philharmonic, released on May 1, brought many a bouquet in our mail. This Standard "first" was quickly recognized as a major musical achievement, and received with enthusiasm everywhere.

* * *

Back to the Standard fold comes the King's Men Quartet! Pleasantly remembered for their previous Standard recordings, the King's Men have since become a musical high spot of the Fibber McGee shows. The first of a new group of rhythmic harmonies by this grand quartet will be released June 1.

* * *

Well, we promised you dynamite—did we deliver? Standard's leadership has always been based on the ability to enhance its Service with an unbroken chain of achievements. Write for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!


PROGRAM VARIETY ... COMMERCIAL EXCELLENCE

WING
NBC RED-BLUE NETWORKS
LOEW THEATRE BLDG.
DAYTON
OHIO

WIZE
NBC RED-BLUE NETWORKS
117 W. HIGH STREET
SPRINGFIELD
OHIO

April 15, 1941

Mr. M. M. Blink
Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Dear Milt:

Just a line to let you know that things are going splendidly with our new station WIZE in Springfield, Ohio. I want you to know too that I am very happy over my choice of Standard Program Library last November.

Both the program director and production manager of WIZE are delighted with the all round program variety and commercial excellence of your Service. They use your music for the great majority of local commercial shows and participation programs, and have all four series of Standard SPOT-ADS sold to local customers.

By the way, WIZE is doing a bang-up job of serving both listeners and advertisers in the Springfield area.

Kindest personal regards.

Cordially yours,

Ronald B. Woodyard

RBW
a

PROOF OF LEADERSHIP ... IN OUR DAILY MAIL

THERE IS A definite connection between "program variety" and "commercial excellence." By furnishing subscribers with a vast variety in every musical classification, we supply them with the basic material for many commercial shows. Enthusiastic letters tell of the ease with which the Standard Program Library is turned into an almost infinite variety of salable programs. It is because the Standard Library is so rich in commercial possibilities, that a growing number of stations—the largest list of active subscribers—answer "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

WELCOME TO:

WOCB—Cape Cod, Massachusetts

WSBT—South Bend, Indiana

WHBF—Rock Island, Illinois

Largest List of Active Subscribers!

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.